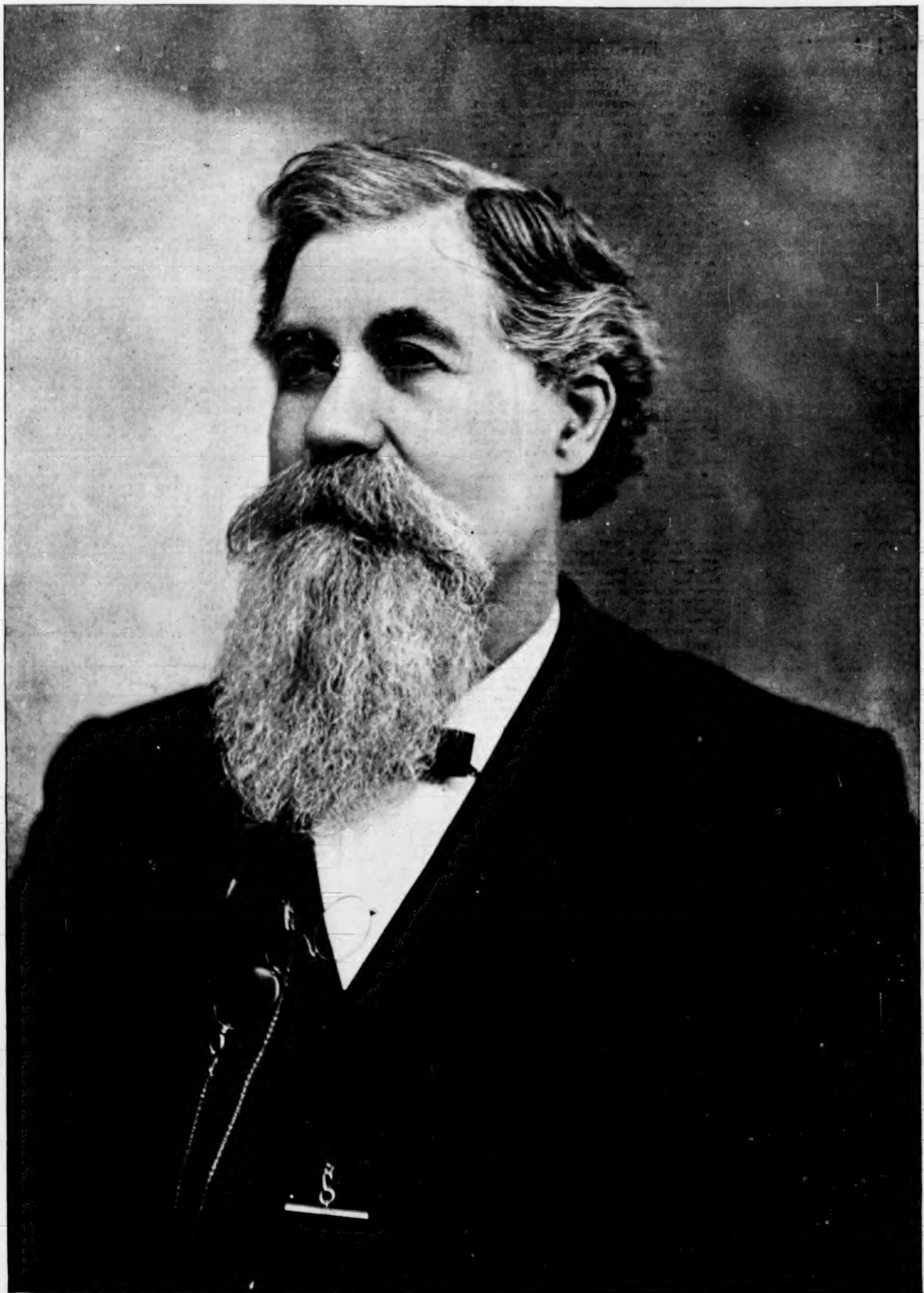


# THE BILLBOARD

Vol. XI., No. 3.

CINCINNATI, MARCH 1, 1899.

PRICE 6 CENTS.  
PER YEAR \$1.00



C. H. GANSON,  
President Ohio Association of Fair Managers, Urbana, O.



### The Song of the Wheels.

I sing no song of Orpheus—  
Of melodies divine;  
No song of Grecian goddess—  
No bacchanal to wine;  
No epic to a hero—  
No tribute to a name—  
No "high-falutin'" sonnet  
To wreath the brow of Fame.

But a little song of travel,  
A rhyme of rail and train,  
Arranged in simple measure,  
With an every day refrain;  
A melody of motion—  
To the sleeper a delight:  
The song the wheels keep singing  
On a circus car at night.

Have you never listened,  
In the quiet of the night,  
To the rattle and the prattle  
Of the triple trucks in flight—  
To the music of the journals,  
The pounding of the rail,  
Whirling through the darkness,  
Down the iron trail?

Seeming now to whisper,  
Now to sob in pain,  
Then to roar with laughter  
Like a thing of brawn and brain;  
Soothing now to slumber,  
Screaching now in fright—  
Oh! there never was such music  
As the wheels give out at night!

Many a song seraphic,  
Many a strain divine,  
Have touched the chords of feeling  
In this breast of mine;  
But still, the rarest music  
That ever winged its flight,  
Is the song the wheels keep singing  
On a circus car at night.  
—Ringling Bros.' Route Book.

In these days when the ear is straining to catch the first faint note of the blue bird; when the eye is eagerly looking for the circus posters that bloom in the spring, the rhythmical measures of Mr. Coxe's little gem breathes a peculiar and potent charm. Circus folks everywhere will agree that even Poe never wrote anything more musical.

### Pointers.

Liggett & Myers, of St. Louis, resume advertising March 15. They will bill heavier this season than last.

The new Union Tobacco Company has its office at 252 West Twenty-seventh Street, New York.

It is said that the firm of Stahlbrodt & Houghtaling has been commissioned by the Curtiss Bros., of Rochester, to bill Blue Label Catsup in every town of 1,000 and upwards east of Denver.

The Liberty Cycle Company, New York, will be among the advertisers of wheels this season.

Sam. W. Hoke is said to have landed a new "big one" who will cover not only the whole of the United States, but Canada also. The details have not been settled as yet, but two of the sketches have been accepted.

Additional advertising is likely to be ordered by the Walker-Edmunds Company, Oriol Building, Cincinnati.

The O. J. Gude Co., of New York, has more contracts on hand than they have ever had before. Among their new orders for spring are said to be two very large contracts which they place absolutely at their own discretion. Everything is entirely in their hands. They are empowered to place the business anywhere they choose, selecting towns of any size and billing each lightly or heavily, as may seem best to Mr. Gude.

Enoch Morgan Sons Co., New York City. Address Artemus Ward, Agv. Manager.  
Foley & Co., Chicago, Ill.  
Wild Chemical Co., Neenah, Wis.  
Richardson Drug Co., Omaha, Neb.  
Ky., is posting a three-sheet, advertising a The Spillman-Ellis Tobacco Co., Covington, Sg tobacco.

### Purely Personal.

GEO. M. LEONARD, of Grand Rapids, Mich., spent St. Valentine's Day in Cincinnati. He is negotiating for a four-barrel paste machine from the celebrated J. H. Day Co. This machine is of the very finest grade, and is listed at \$400. Mr. Leonard not only controls the paste trade of Grand Rapids, but supplies all the country round about. When he first began to sell paste to paper-hangers, bookbinders, etc., there were three other concerns supplying the trade in the city, and besides that an average of seven barrels a day came in by rail from Detroit. Now Leonard controls the entire trade. He secured the monopoly by making good paste and by advertising it tirelessly on his billboards. Any bill poster can do as well by following the same course. The new machine which Mr. Leonard contemplates putting in has a capacity of four barrels an hour, or forty barrels a day. The paste business is a good one. It yields a good profit, and the demand is steady the whole year round. It is worth anyone's while to cultivate it.

J. M. HARTER, manager of the opera house at Wabash, Ind., and member of the firm of Harter Bros., which controls the billboards and bulletins at that point, was a "Billboard" caller Feb. 8. He was in Cincinnati on business connected with a mercantile concern in which he is interested, and also to attend the initial meeting of the National Sign Painters' Alliance. He states that business in Wabash is good and the outlook very bright.

O. P. FAIRCHILD, the veteran bill poster of Covington, Ky., suffered a severe attack of bronchitis during February. He was confined to the house throughout the very cold weather.

W. C. TIRRILL, of Lima, O., paid his respects in person Feb. 15, and incidentally exhibited his new aluminum paste brush. This brush is a wonder. The aluminum of which the block is made is lighter than hard wood and four times as strong as iron. This makes the brush easier to work with than any other brush ever made, and so strong and durable that there is practically no wear out to it. Mr. Tirrill has patented it and is placing it on the market with great success. It is a safe prediction that it will drive every other brush out of the field.

"THE BILLBOARD" is read every month by practically every bill poster in the United States and Canada. In revising our subscription books recently we found that all but some ten or twelve were subscribers. It is worthy of note that those whose names were not on our books were all of the old school, unprogressive, and of course behind the times.

### Value of Circulation.

In advertising, circulation is everything. It is the bedrock upon which depends the results of all advertising. This is business sense. Bill posters with money to spend in advertising, if they have ordinary intelligence, naturally desire to get as much for their money as possible. The paper with the greatest circulation can alone give them this value.

The circulation of "The Billboard" exceeds 10,000 every month. This we guarantee, and prove on demand. It reaches practically every large general advertiser in America. It reaches most all large advertising agents. It reaches all the managers of Expositions and State Fairs. And besides this, it is carefully read every month by circus agents and theatrical managers who shape their routes by our fair and convenient dates.

"The Billboard" is unquestionably a good medium for a bill poster to advertise in. It is in fact the only publication in all America in which such an advertisement will pay.

We solicit advertisements from bill posters who expect and look for returns from the money they spend in advertising.

W. C. Tirrill makes a remarkable offer in his advertisement on another page, viz.: "Your money back after thirty days trial if you do not like the brush."

The futility of one circus attempting to prevent another from getting a showing in a town, by means of a shut-out contract with the city bill poster, is aptly illustrated in the picture on this page. This is only one of a number of equally good displays secured by the Ringlings at Mankato, Minn., after the Barnum Show had "got everything in sight."

### Siebe & Green

Sue the Board of Supervisors of San Francisco.

(Special Correspondence.)

The firm of Siebe & Green has filed its expected suit against the Board of Supervisors to restrain the board from imposing a license upon the firm's bill posting places.

The complaint sets forth that the firm of Siebe & Green has invested \$70,000 in its business, owns 463,878 square feet of advertising spaces and has 100,000 square feet of boarding which exceeds 12 feet in height. By a recent law, the License Collector is empowered to collect a license upon all advertising boards exceeding that length, and this, it is alleged, will cause a loss to the firm of over \$7,000 if the law is enforced. The firm pays a large rental for the boards in question, and has entered into advertising contracts which will not expire for a year yet. In view of these facts, the plaintiff firm claims that the imposition of the tax will work a great and unnecessary hardship, and it now brings suit to restrain the collection of the tax until the contracts now pending between the firm and its advertising clients have expired.

### Bernard is All Right.

The February issue of "The Billboard" contains an ad. from Chas. Bernard, the Savannah and Charleston bill poster, in which he refers to the New York agents; if the others can give him as good a send-off as I can, he will have no trouble; and I am particularly glad to say so, from the fact that I feel I am to a very large extent responsible for there being a Bernard in Savannah and Charleston; for months previous to his entering those towns I kept the columns of "The Billboard" warm with complaints against the old and prayers for a new service, and I have had paper on his boards in both towns from the day he got the first one finished to the present minute. My clients tell me that if all the South were represented as well, it would not be necessary for them to consider other methods of advertising to cover that section.

SAM W. HOKE.

The Indianapolis Paste Co. are introducing a ready-made paste among billposters which is said to be cheaper and better than the home-made article. Their advertisement, which appears on another page, is worth reading. Their paste is well spoken of by those who have used it.

Every bill poster in America ought to have his name and address in our bill posters' directory. It only costs one dollar per year and is the very best advertising that a bill poster can buy. Hundreds of advertisers and agents consult it every month. Try it. Your money back if it does not pay.

Aluminum is the metal of the future. Mr. W. C. Tirrill has unquestionably got a good thing in his aluminum brush and did wisely in patenting it.

### A Billposter's Prize.

"The Billboard" is by far the best bill posting paper in the country, but we want to make it better. We want short articles of advice and suggestion from practical bill posters. Not fancy writing, but practical and helpful hints that other and mayhap younger bill posters will profit by reading. Confine them to six hundred words or less. For the best received prior to July 1, we will give one of Tirrill's patent aluminum paste brushes.

Wilshire, the aggressive and enterprising bill poster of Los Angeles, lives in a very swell part of the town. Oil was struck there recently, and some owners of vacant lots adjacent to Wilshire's palatial residence conceived the idea of sinking wells thereon. Wilshire demurred on the ground that the derricks were unsightly and injured the value of his property, and appealed to the authorities. The matter came up Feb. 8, on a message from the Mayor to the Council, which message was referred to the Fire Board. In this communication was suggested the advisability of passing another ordinance creating a fire district of the West-lake Park district, within which it would be possible to prohibit the production or storage of oil.

One of the commissioners, Mr. Herron by name, rather stumped Wilshire with the following objection: "I am as much in favor of park protection and legitimate protection of private property from nuisances as anybody. But in this oil business we want to go slow without doing injustice to an industry that has done a great amount of good to the city during the past two years or more. Generally, I agree with the Mayor, but I can not subscribe to his views on this proposition. I don't see why we should undertake to improve Mr. Wilshire's property, especially to the detriment of a public benefit."

"For my part, I believe a derrick alongside of a house is less obnoxious than a two-story or three-story bill board that shuts out the light and air of neighboring houses. Yet Mr. Wilshire would like to keep the derricks out of sight from his house, while he insists on putting up his bill boards tight against the property of other citizens for nobody's profit but his own."

Jim McMahon, of Pawtucket, R. I., had considerable trouble with midnight snipers. They were amateurs—union men boycotting a brewery. They worked diligently, covering telephone poles, door-steps and even shop windows. The authorities thought it was Jim, but he pointed to some of his live paper that had suffered, and was straightway exonerated. Under Jim's direction, the police caught the free lances the second night. \$10 and costs.

After some further discussion, the matter was referred to the full board for investigation.

Cyrus P. Reynolds, Winchester, Ill., has erected a fine lot of new boards.



### SHUT-OUT.

The Barnum Show Had Every Board in Town, but Ringling Bros. Got a Showing.

Can the Service in the Small Towns Be Improved?

By Sam W. Hoke.

"The Billboard" has, in almost every issue, one or two walls from bill posters in small towns because of difficulties in securing enough business to keep the wolf from the door.

The January issue had a very sorrowful howl from W. E. David, of Clarksburg, W. Va., which would lead one to believe Mr. David had been very badly treated by the world in general, and the solicitors in particular.

It happens that I have had some dealings with Mr. David, with very unsatisfactory results, and it is possible others may have had the same experience, and ever afterward fought shy.

Mr. David sent me a list of about twenty-five towns, in which he claimed to do distributing and bill posting, and gave me his prices for listed and guaranteed work. I sent him orders for several of the towns, not one of which was ever posted, and from some of which I finally secured the return of the paper at considerable expense.

The difficulty with Mr. David, I believe, was that he bit off more than he could chew. A number of the towns in which he claimed to place posters had opera houses, with a few boards, and David had no boards, and relied on getting the local bill posters to place his orders for him, and failed. What he should have done was to take the paper to the towns and arrange with the owners of the boards in person, and then paste the posters himself, or see that it was done before leaving the town. There is another bill poster in Clarksburg now; Mr. B. P. Holden.

Two or three years ago I made a hard push for bill posting for small towns, because I believed in the added efficacy of publicity in the town or village that sees a poster usually only when a circus comes along, and I succeeded in getting several advertisers interested.

And then my troubles began. The orders were necessarily small, and the amount of commission on each order was a trifle more than enough to pay postage on the order and the remittance, leaving nothing for letter writing, telegraphing, inspecting, etc.

And the smaller the town, seemingly, the more letters there were necessary to write before being able to make a report to the advertiser.

I am still of the opinion that the small town is good for the advertiser, if he can get it posted, but if he is able to post only one out of every five he attempts, the loss in postage, time, express charges, posters, etc., on the bad eggs, will offset all profit on the good.

The section that has given me least trouble, and the advertiser greatest returns, has, strangely enough, been the Pacific Coast States, running down to and including Texas; while some of the oldest States, including New York State, have given much trouble and few returns.

In the above remarks I am referring to towns and villages ranging in population from 500 to 5,000.

Chas. Bernard, of Savannah, and C. R. Rowland, of Augusta, seem to have struck the right plan for advertising Georgia's small towns. They send a man with paste and posters to the various towns, put up the paper, see the most prominent merchant in the town, and get him to write a letter in regard to the showing, the letter being on the merchant's letter-head. This letter is sent in to the advertiser as a guarantee that the work was properly done. The advertiser gives the letters to the salesman who makes these towns, and he is instructed to make inquiries when in the towns. This is the plan for those advertisers who have no regular inspecting service.

There are difficulties to be met with in bigger towns, also, one of which is in regard to renewing. In all guaran-

teed posting the advertiser is in the habit of sending out 25 per cent. extra for renewing purposes. In probably one-fourth the towns he will find that no renewing was done at all, the bill poster telling him at the end of the month that he still has the extra paper on hand.

Then there is the kind that posts all the paper at once, and sends in his bill for the full quantity; and the peculiar part of it is that the man who does this is not always the ignorant or the illiterate. Sedalia, Mo., claims a population of 25,000. The bill poster is the manager of the opera house, and runs a drug store, and also, I believe, makes a patent medicine which has some sale. In every respect, he is the kind of a man from whom you would expect intelligent service. But I sent him an order to post thirty eight-sheets, and sent seven extra for renewing, receiving in a few days a list of thirty-seven, and a bill for thirty-seven. I wrote and remonstrated with him for

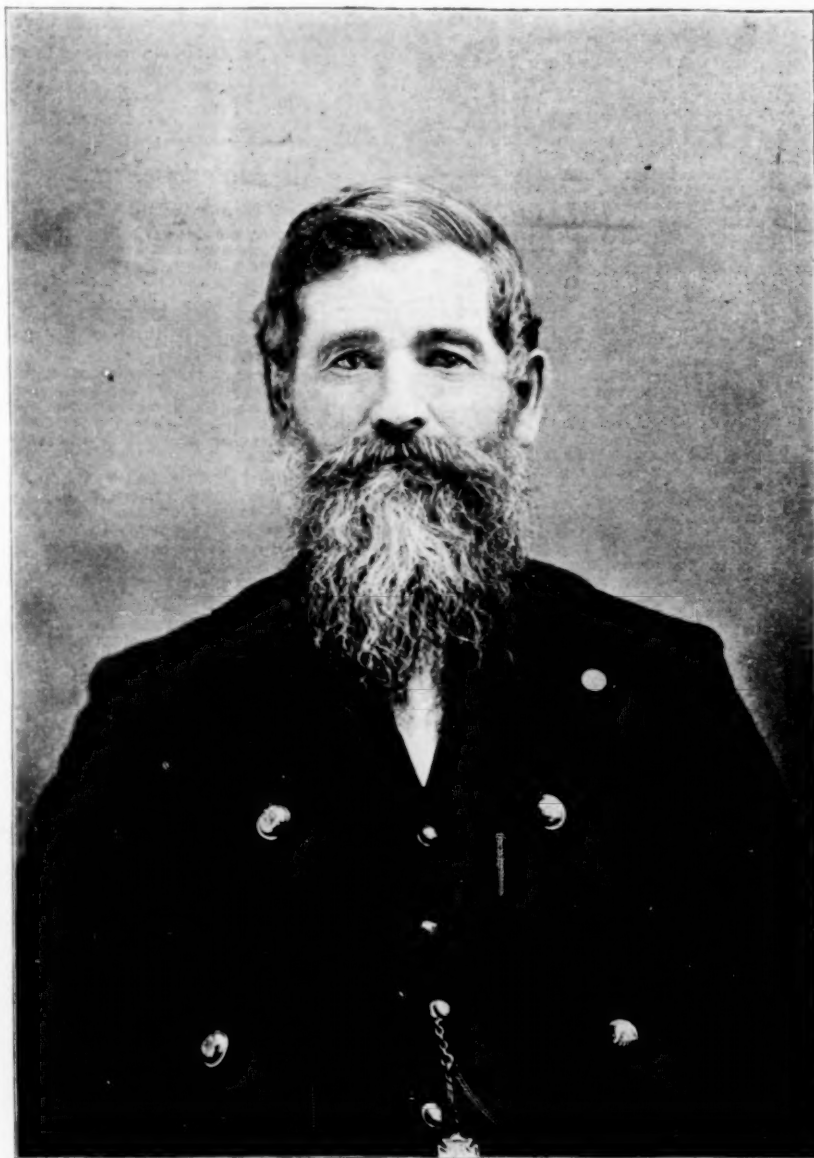
Billboard Callers.

- L. E. LaTour, New York, Feb. 7.
- Otto Ufer, Louisville, Feb. 7.
- Scott C. Coker, Columbus, Feb. 8.
- J. M. Harter, Wabash, Feb. 8.
- O. P. Fairchild, Covington, Ky., Feb. 9.
- J. L. Johnson, Springfield, Feb. 8.
- E. C. Arms, (agent Dr. Miles Co.), Feb. 10.
- Geo. M. Leonard, Grand Rapids, Feb. 11.
- W. C. Tirrill, Lima, O., Feb. 15.
- John F. Otting, Newport, Ky., Feb. 16.
- Dan Robinson, (agent Gentry Shows), Feb. 17.

SAVANNAH WILL BOOM.—The entire Seventh Army Corps has been ordered back from Cuba, and will go into camp at Savannah while being mustered out of service. This means that 12,000 soldiers will receive their final pay there. Bernard was born lucky.

WANTED.—Information of the whereabouts of Isaac M. Monk, formerly of Peoria, Ill. Anyone knowing where he can be found will confer a favor by communicating with Hennegan & Co., Cincinnati.

"Tirrill's new Brush is the best ever."



JAMES DONALDSON, City Billposter of Ithaca, Mich.

not holding the extra seven for renewing, and sent him seven more to renew with, and, by-gosh, he whaled away and posted that seven also, and sent in another bill, this time for forty-four instead of thirty.

As Johnstone Bennett remarks: "Now, wouldn't that jar you?"

But what's the use of prolonging the list? What we want is the remedy, and the man who can suggest one that is practical will be given the center of the stage, and will probably live to be President.

The Boston Transcript is trying to inaugurate a crusade against the bill boards in that city by endeavoring to get the Boston Society of Architects, the Art Students' Association, the Appalachian Club, the new Forestry Association, and the Twentieth Century Club to support the Haskins bill. It affects to be actuated by aesthetic motives.

James Donaldson.

Jas. Donaldson, Esq., whose portrait adorns this page, is the city bill poster and distributor of the thriving city of Ithaca, Mich. Every advertiser who has had any dealings with him speaks in the highest terms of his service. We have never heard of a single complaint against him.

He is a member of the I. A. of D., the G. A. R., and has an enviable standing, both at home and abroad.

Elmwood, a suburb of Providence, is up in arms against the bill boards. The good people of the little burg actually imagine that the appearance of the town would be improved by abolishing posters. Poor, benighted souls. They have not considered the matter. What would they do for art in the absence of the poster?

A New Association.

Southern California Billposters Organize.

(Special Correspondence.)  
LOS ANGELES, CAL., Feb. 22.—The following bill posters of Southern California met in this city to-day, viz.:

- J. D. Paris & Son, San Bernardino; Wilshire Posting Co., Los Angeles; Geo. F. Norton, Redlands; S. R. Jenkins, Santa Paula; Walter J. Stafford, Santa Barbara; Geo. E. Peters, Santa Ana; D. W. Coyle, manager, Pasadena; C. N. Lee, Pomona.

The name of the new organization is, The Southern California Bill Posters' Association and its object is the closer affiliation of its members for mutual protection against the evils of opposition.

All of the members belong to the California State Bill Posters' Association, and will still retain their membership therein, as the new league is intended simply as an auxiliary to the former and not in any sense a rival.

The following officers were elected: President, Geo. E. Peters, of Santa Ana; Vice President, C. M. Lee, of Pomona; Secretary, H. G. Wilshire, of Los Angeles.

A committee on constitution and by-laws was appointed, consisting of H. G. Wilshire, Geo. F. Norton and D. W. Coyle.

Upon recommendation of the committee, the association accepted a modified copy of that of the State Association, and will work under it until a carefully prepared original can be constructed.

Upon motion of Walter Stafford, the following towns were invited to unite with the organization, viz.: San Diego, Fresno, Bakersfield, Kern City, Ananaim, Fullerton, Orange, Riverside, Visalia, Ventura, Ontario.

Upon motion of Mr. S. R. Jenkins, of Santa Paula, "The Billboard" was appointed the official organ, and it was resolved that all reports, calls and notifications be published in it exclusively.

The following resolution was adopted unanimously, and duly drawn up and signed:

We, the undersigned bill posters of Southern California, herewith mutually agree, one with the other, that we will adhere to a minimum sheet-rate of three cents per week, and five cents per month for posting bills, theatres and circuses and paper already under contract excepted, the circus rate shall be three cents per week with tickets extra as a bonus.

We also agree not to post paper that is given to any bill poster who is in competition against any of us, provided complaint is made to us of such action.

It is understood that the maximum rate for posting charged by any of us shall not be in excess of that established by the Associated Bill Posters of the United States and Canada, except that in cities of less than 5,000 it shall be five cents.

- J. D. FARIS & SON, San Bernardino.
- WILSHIRE POSTING CO., Los Angeles.
- GEO. F. NORTON, Redlands.
- S. R. JENKINS, Santa Paula.
- WALTER J. STAFFORD, Santa Barbara.
- GEO. E. PETERS, Santa Ana.
- D. W. COYLE, Mgr., Pasadena.
- C. N. LEE, Pomona.

The association then adjourned, to meet again in March at the call of the President.

(Special Correspondence.)

FULTON, Feb. 2.—William Cook, the local baggageman and bill poster, has commenced an action against James Miller, of this village in civil court at Phoenix, for the recovery of \$100, to which extent Cook claims to have been damaged by the erection of a bill board by Edward Quirk, manager of the Stephens Opera House, in close proximity to the Miller block in Cayuga Street, and, as he alleges, with Miller's permission. Mr. Miller will make a defense of the case, in which he will assert that he had nothing whatever to do with the erection of the board by Mr. Quirk directly in front of the one on his building, owned by Cook. He explains that the board erected by Quirk is situated on the property of the New York, Ontario & Western Railroad Company and entirely out of his control. He asserts that it would have been to his interest to have prevented the erection of the second board, but, so long as it was on the property of another party, it was not in his power to prevent it.

This difficulty is not the only one that has grown out of the bill posting difficulties, for an action is now pending in which Cook endeavors to restrain the firm of Wallace, Gilmour & Quirk from bill posting in town. Attorney F. G. Spencer is the referee in this proceeding, which is soon to be argued. The defense in this case is that Mr. Quirk alone is interested in the bill posting privileges and that an agreement made between Cook and Wallace some time ago is not binding upon Quirk.

It has been the custom in Rochester, as elsewhere, to place transient boards throughout the retail and whole districts of the city late on Saturday night, in order to secure a good Sunday showing. The Executive Board passed an ordinance Jan. 26, forbidding the practice. The ordinance was disregarded, and the following Sunday the police swooped down and gathered in some hundred and fifty boards belonging to the Rochester Bill Posting Co. The manager, Mr. West, was called upon to explain, which he did with much grace and tact, and got his boards back.

Read W. C. Tirrill's big ad. of his new patent brush in this issue and note his unparalleled offer of "Money back after thirty days' trial, if you are not satisfied with your bargain." Mr. Tirrill is entirely responsible and we will vouch for the fact that he will live up to the very letter of his agreement.

# WHAT THE DISTRIBUTORS ARE DOING

## On Rainy Days.

Rainy days need not be wholly lost to the distributor and country bill poster. The time can be well spent in reading advertising. Read it thoroughly. Read everything you can find on the subject. Fortify yourself with a lot of sound arguments, in order that you may talk readily and fluently when called upon to do so. Nothing will stand you in better stead when it comes to soliciting local trade, or arguing with an inspector or traveling advertising agent.

The knowledge thus derived is valuable in itself, and will aid you in preparing your own advertisements, and making them strong and convincing. Nothing will attract and interest an advertiser in a distributor quicker than originality and novelty in the latter's advertising. It proves that the distributor is interested in his work; that he is not a mere machine, but possesses intelligence and enthusiasm. A distributor of this sort will get the preference over others nine times out of ten, all things being even.

Then there are the tips to be followed. A personal letter or at least a circular letter should be sent to every firm whose trade you desire every month (and by the way, W. H. Steinbrenner and W. C. Terrill, during February, got up admirable ads. of this kind, which distributors ought to see). Rainy days need not be lost if these suggestions are followed.

## House-to-House Distribution in Small Towns.

About the first thing an advertising agent will ask you is: "How many houses are there in your town?"

And you will tell him, 3,500 or 5,500 as the case may be. His next question is: "Will you guarantee your work?" And your reply is, or ought to be, "We guarantee that every piece of advertising matter goes right into the house, or it will not cost you a red cent," and then nine times out of ten, he will leave you some work.

But the best way, is to do your work so that he will hear of your work from other people. For instance: Several years ago (I had just started in the advertising distributing business) I was doing some work for the Floor Shine Mfg. Co., of St. Louis. I had been working all day, putting one of their cards into each house as I came to it. You can imagine my surprise when some one behind accosted me with:

"Well, well. You'll do!" I turned about and faced him, and whom do you suppose it was? None other than Dr. Miles' representative. He had been following me for two hours (so he said) and I guess it was, for I had noticed him for several times before he accosted me, and had supposed it was some one taking in the sights of our beautiful little city.

Now I want to say a word here in regard to local distributing. My advice is, don't bother your head about it. It will come to you by and by, when it is noticed that you are patronized by such firms as Dr. Miles Medical Co., Peruna Drug Mfg. Co., and the California Fig Syrup Co. When you can show the local firms a check or two on any of the above firms, it will be worth more to you than all the talking in the world would be.

Another thing that it is well to bear in mind, is this. When you get a batch of work, read the instructions first. Then follow them to the letter. Never give any advertising matter to children, for you can never tell who is watching you, and if you get reported on, you are, of course, liable to lose your customers.

Here is a method that I have been using for the last three years, and it will be well for new beginners to pattern after it. Select a corner as near the center of the city as possible, and divide the city into quarters, like this: Northeast, southeast, southwest and northwest. Now you have the sections so that you can work to your satisfaction. Commence on the southeast corner of the town, and go from house to house until you have gone over that part of the town thoroughly. Then take the northwest corner, and do the same as you did before. Do not then forget that you have the northeast corner to canvass, and do not skip a house, but see that you put a circular in every one.

Then you have a piece of advertising matter in every house in town; but you are not through yet. The farm wagons come next. Hunt up every farmer's wagon you can find, and put a circular under the cushion so the paper sticks out between the seat and the cushion, and it will then be noticed.

If new beginners will follow the above advice, they will never have cause to regret it. HENRY CHARVAT, Manager. Charvat Bill Posting Co., Chillicothe, Ill.

## Advertisers and Distributors.

### By an Inspector.

Many items of interest on this subject have been published in the columns of this paper, and if what I shall have to say may be a repetition, it is, at least, another's experience.

Serving in the capacity of traveling inspector and advertiser for one of the largest medical firms in the United States, I have ample opportunity to observe the many methods of advertising and the results obtained, and I do not hesitate in saying that house-to-house distributing is the most satisfactory when printed matter, circulars, samples, etc. are placed in the homes of the public. In stating my preference, I am not losing sight of the value to be attached to any advertisement that catches the eye of the public, whether in newspaper, posters, painted or tacked signs, or any of the neat, catchy advertising novelties that are so profusely used by the advertisers of to-day. The question of the hour with all advertisers, whether National or local, is "What method will bring me the best results?" Nearly all have resorted to the various methods as an experiment and, as far as I am able to determine, the majority at least of the National advertisers have turned to house-to-house work as the best.

I find that a difference in opinion exists among advertisers as to the best way of placing a circular or sample that it shall the more readily fall into the hands of the resident, and great difficulties had to be encountered in the early history of the house-to-house work in getting reliable and efficient persons to perform their work in the manner desired. In fact, results at times were far from satisfactory. Reports came in of an utter waste of material, which usually came after the distributor had drawn and pocketed the pay for his so-called service. I believe this was largely due to the prevailing idea that "any old person" would do for a distributor. This has been remedied by a number of honest and intelligent men whose names are so well known to the readers of this paper that personal mention is unnecessary, conceiving the idea of furnishing to the public a service in distributing that should be above "gutter work." From their united efforts have sprung forth the International Association of Distributors, whose members can now be numbered in every State. The Association not only recommends, but guarantees the services of its members. This should be appreciated by every firm doing this class of advertising. Encourage an honest endeavor by your patronage.

I contract with distributors for our work and meet with many members of this Association, and they give good service. However, the "black sheep" for some hold good, and I have been mistaken, for some men think the distributing business a "snap" and a "graft to catch suckers," looking alone to the material side of the question, not to its reliability. He becomes a member of the Association and sits in the office, sends out the boys to do the work. When the supply of paper is exhausted, he makes out the bill and draws the pay. Such men have not the least idea, or at least exhibit a total indifference towards giving a good service. And many a man would scorn to defraud a friend, or refuse to pay an honest debt, is doing this in the advertising business to-day. They should stop to consider that they are no better than the thief who puts his hand down into your pocket and willfully robs you. This is the result of ignorance, and to those who read this article, I can only say: If it hits you, it was the intention. Be wide awake to the needs of your patron. Do not accept a contract for work if the price per thousand is not large enough to justify a good service.

I am not friendly to a licensed town. It is a decided monopoly. In a certain licensed town of importance in Northern Ohio, I recently had the opportunity of inspecting the work being done for a prominent medical firm. Two boys from 12 to 14 years of age were doing the work, but in a manner in which I am afraid would have caused a tinge of gray in the advertising manager's hair, could he have seen it, throwing the matter on the porches and doorsteps, in the snow and otherwise, just as it happened. Where was the man who held the license? Heaven knows, I could not find him. He had our contract, but he did not get a new one. Such men are a detriment to business.

I notice daily the economy (?) practised by local merchants. He exhausts his brain power in composing a neat, catchy "ad." calling the public's attention to his bargains, etc., goes to his printer for an estimate, secures a nice quantity of printed matter sufficient to

accomplish the desired results. Now the small boy gets in his work. Should a reliable distributor approach him with a proposition to do his work at a price that would only enable him to exist, he would at once "shell himself" like a turtle. After all, he has just arrived at the most important part. Every resident is acquainted with the local merchant, and if his circular is placed in the home, the customer is bound to read it. They are not going to pluck from the yard and gutter. How a business man can be so short-sighted, I can not understand.

Once more and I am done: Traveling inspectors have frequently reported poor work by the distributors which I have failed to verify often, because human nature is the same the world over, and there is nothing so discouraging to a wide-awake, enthusiastic distributor as a lack of appreciation on the part of the advertiser. If a man is doing good work, tell him so. If he is not up to standard, instruct him. If he is honest he will appreciate your interest and both will profit by it. A large firm who pays the least per thousand for the work and are the most particular as to the manner it is performed is sending out a stereotyped letter to all his distributors, saying there were no results. How a faithful, honest man must feel upon reading this "circular" letter! Or, perhaps the doctor thinks the distributors are devoid of the finer graces, commonly known as feelings.

I take pleasure in mentioning the excellent service rendered by The Steinbrenner Distributing Agency, of Cincinnati, O. W. H. Steinbrenner, Secretary of the I. A. D., whose success is largely due to his untiring zeal in its behalf, is an enthusiastic distributor, and I am sure advertisers will make no mistake by patronizing him. I am, very truly,

AN INSPECTOR.

## All After Suckers.

### Or New Names for Mail Lists.

A subscriber writes enclosing the following advertisements and wants to know if the firms are reliable.

**MEN TO ADVERTISE "LUMINO," TACK SIGNS,** distribute circulars, place samples, orders, etc.; experience unnecessary; steady work; \$15 and expenses to workers. Douglas Mfg. Co., Chicago.

**WANTED—RELIABLE MEN EVERYWHERE** to tack up advertising signs; \$25 earned weekly working for us; exclusive territory; those meaning business include 10c for postage, packing, sample, etc. Wilson Chemical Co., Tyrone, Pa.

**SAMPLE DISTRIBUTERS—EVERYWHERE;** both sexes; steady employment; \$8 a thousand; inclose stamped envelope for reply. Acme Importing Co., Philadelphia.

**WANTED EVERYWHERE—HUSTLERS** to tack signs, distribute circulars, samples, etc.; no canvassing; good pay. Sun Advertising Bureau, Chicago.

This style of advertisement is an old, old, trick. The advertisers do not want distributed time-tried trick. The advertiser do not want distributors, for they have nothing to advertise. They quite generally want what they can get out of these confiding young men. They will take anything. Some times it is only 10 cents in stamps. On other occasions, however, they manage to sell their dupe blank books for collecting names, a set of samples, or perhaps a membership in some fake association. No matter what it may be it is quite worthless. After they have "worked" their sucker for all they can get out of him they sell his name and address to some mail order paper, or to some other swindler who tries to repeat the fleecing.

## The Right Way.

W. C. Terrill, of Lima, O., is a member of whom the International Association of Distributors may well be proud, as the following will testify: It came to his ears recently that the B. T. Babbitt Co. were putting out calendars in Lima. As is his custom he watched and ascertained who was doing the work. It proved to be a retail tea merchant, whose business is managed by a lady. The latter had engaged two other women to assist her in the work. It was very poorly done and the fact was reported to the advertising agent who was found still in town.

He received the information with bad grace, refused to investigate and wound up by denouncing bill posters and distributors in general, and I. A. of D. members in particular after which he left town triumphantly.

Mr. Terrill very promptly went to work to secure irrefutable evidence. Reliable men went to the tea store requested calendars and upon being told to help themselves took variously, six, nine, and in one instance twelve copies.

Evidence was secured where the same practice had been followed by the distributors in different parts of the city. Fortified with these facts Mr. Terrill took the train for Cincinnati. Upon arrival he got Mr. Steinbrenner, the Secretary of the International Association of Distributors to accompany him and called upon the Ohio agents of the Babbitt people. A plain unvarnished account of the scrape was laid before them, the evidence and affidavits submitted to them, and the futility of that kind of distributing fully explained.

The agent was dumfounded and thanked Mr. Terrill and Steinbrenner effusively. Further talk resulted in an explanation of the scrape and work of the I. A. of D. and to make a long story short, the agent was convinced that it was to his advantage hereafter to employ I. A. of D. members wherever they can be found.

It is this kind of work that makes an association a power. Let every member who reads this, resolve to emulate Mr. Terrill's ample.

## A Prize Offer.

"The Billboard" has ever been an unfailing source of inspiration and success to distributors because we went to the distributor himself for ideas in shaping the paper's policy. It is with a view of making the paper still better that we have decided to offer a prize for contributions from practical distributors.

We want short, pithy articles of six hundred words and less, dealing with matters of interest to distributors. Chose any phase of the business you like for a subject. Let it be "Methods," "Soliciting," "Collecting," "Card Tacking," "Inspecting"—what you will. Do not strive for grace of style, or nicely rounded sentences. It is the ideas we are after.

For the best article received prior to July 1, we will give a handsome, triple-jointed, magnetic, card-tacker's hammer.

It will pay a distributor to have his name and address in our distributors directory. All the leading advertisers consult it almost daily. They know that it is revised and corrected monthly and have come to rely upon it to the exclusion of all the annual lists. It only costs one dollar a year. If you are not satisfied in the end, write us and we will give you your money back.

## Warning.

During January a distributor wrote us stating that he was executing a contract for Frederick Stearns & Co., of Detroit, Mich. Relying upon his statement we published the firm's name in our "Tips" column.

Our correspondent evidently lied, at least the following letter from the firm in question would indicate that he did, viz.:

Detroit, February 20, 1899.  
"The Billboard, 127 East Eighth St., Cincinnati, O.:

Dear Sirs—Doubtless you intended to favor us when you told in a recent issue that we proposed to distribute or advertise in some way. We regret to advise that your having done so without authority from us has caused us considerable annoyance in the way of having our mail filled with inquiries and offers from all parts of the country. We were at a loss to understand where our correspondents obtained their information, and on writing to find out, we learned it was through your publication. Inasmuch as we do no advertising of any kind to the laity, of course the statement you made was erroneous, and while we don't ask you to correct it, we think in future you should get authority direct, thereby saving your subscribers considerable expense and time spent on writing to us. We thank you for the kindness intended, but we regret the occurrence. Yours very truly,

F. A. STEARNS & CO.

Besides causing Messrs. Stearns & Co. considerable annoyance, our correspondent's flight of information has been the means of causing his brother distributors all over the country to spend money for postage without any possible chance of getting returns.

We intend to overlook his error this time, but we want it distinctly understood that it must not occur again. We spend much time and money also in accumulating information in our tips columns and we do not propose to have its reputation for reliability shaken. The next person who willfully and deliberately deceives us will draw a prize in the shape of a roast that will smelt to heaven.

We can not find any reason or excuse for a break of that kind. A man that will tell such an uncalculated and profitless lie is worse than a mere liar. He is a vile skunk; he is a reptile, he is a ———, a ———; pardon the Greek, but it is the only phrase that really meets the emergency.

Frank E. Gero, member of the I. A. of D., at Hammond, Ind., died February 5th, as a result of over-indulgence in liquor. He was on a spree and drank a bottle of bay rum in a barber shop. It killed him.

Frank Gero was his own worst enemy. He became addicted to strong drink years ago and never seemed able to throw off the habit. He was twice married, his first wife having died several years ago and the second from whom he was divorced is now said to be living in Kansas.

His domestic relations were not happy in either case and his friends attribute his downfall to this cause. Frank was by nature a smart man and were it not for his unquenchable thirst would have made his mark in the world. He was generous to a fault and very devoted to his mother. Frank had many friends in Hammond who would have been willing to put him on his feet if he ever manifested a determination to take advantage of their efforts. Everybody who knew him liked him and when himself was a most agreeable and affable fellow.

E. C. Arms, the well-known and popular traveling agent for the Dr. Miles Medical Co., of Elkhart, Ind., was a "Billboard" caller Feb. 13. Mr. Arms spent about two weeks in Cincinnati in the interest of his business matter and gave excellent satisfaction. Mr. Arms speaks of the I. A. of D. in terms of the highest praise.

Howard N. Holshouser, of Covington, Tenn., is traveling for Hamlin's Wizard Oil Co., Chicago. He is advertising their remedies in the South.

A. E. Dreler, of Burlington, Iowa, sends out an exceptionally nice folder, advertising his distributing business. The sample before us is as good as anything we have ever seen in this line.

Edw. W. Bridger, of Atlanta, Ga., has moved from 608 to 604 Temple Court. Foister now lists him as the proper man in Atlanta.

Who 'Tis Items.

J. F. Clark, Conway, Ark., covers Conway, Morrilton, Russellville, Dardanelle, Clarks-ville, Ozark, Van Buren, Ft. Smith for the I. A. of D. This will give advertisers an opportunity to work the small villages in that section of the country.

The following item clipped from the Tamaqua Recorder, Tamaqua, Pa., may be of interest to advertisers when looking for a good reliable distributor in that city:

"George A. Jacobs, our expert distributing agent, has 12,000 sample boxes of Kondon's catarrh cure for distribution in this and Carbon counties. As a distributor Mr. Jacobs takes the lead."

The Chattanooga Medicine Co. has a very attractive window display in W. T. Ford's drug store, corner Eighth and Vine streets, Cincinnati. The display is rendered particularly attractive by having a wax figure of a nurse recommending "Wine of Cardui."

Mr. Nelson Matteson, Flint, Mich., reports business booming at that point.

Mr. Howard Holshouser, representative of the I. A. of D., Covington, Tenn., is now traveling for the for the Wizard Oil Co., placing advertising matter in various parts of the South. During Mr. Holshouser's absence from home his brother has full charge of his distributing business, and advertisers are assured of a first-class service.

The E. E. Sutherland Medicine Co., Paducah, Ky., have recently placed a very attractive street car sign, advertising "Dr. Hell's Cough Syrup." The unique feature of the advertisement is that it has five small bells suspended from the card. They are attracting unusual attention.

Dr. Burkhardt, of Cincinnati, will make a trip to England next April in the interest of Dr. Burkhardt's Vegetable Compound. The doctor will sample all the principal towns in Europe, and expects to open a large laboratory there in the near future.

Messrs. Baughman Bros., of Circleville, O., report that Dr. Burkhardt's samples have been wasted in their city. They write that the matter was thrown in the yards, gutters and everywhere, but the right places. They also report business very good with them.

Drs. F. E. & J. A. Greene, No. 34 Temple Place, Boston, are now making contracts for the distribution of their advertising matter. They are working on a new plan. It is their intention to have all contracts made and matter shipped so that distributors all over the United States can begin the distribution on the same day. They have selected March 1 for the commencement of the work. This will show whether house-to-house distributing pays them or not.

It is rumored that Dr. Jayne's Almanacs and the Peruna Drug Co.'s advertising matter were bunched and distributed by small boys at Omaha, Neb. Matter simply thrown in the yards.

The I. A. of D. now has 385 members in good standing and the Secretary expects to report a membership of 450 at the next annual meeting. The Association is a success. Its members are prosperous. Advertisers know that their guarantee is good. Why any one should hesitate to make application for membership is something that I do not understand. True, there are a great many cities and towns where a franchise would be of a great value, and distributors should take advantage and make application before it is too late, or they may regret it, as many others who have let the opportunity pass.

C. I. Hood & Co. are out with a neat and attractive booklet. The cover is an imitation of canvas. I believe that they will receive better results from this "ad" than from their former large journals and books.

The Wallace Bag Co., of Oswego, N. Y., is the name of a new firm who are advertising distributors' bags. They are sending out a neat circular and price list to distributors. Mr. Jos. A. Wallace, the Manager, is a member of the I. A. of D., and is known as a hustler. He will undoubtedly make a success of the new venture.

Mr. E. C. Arms, of the Dr. Miles Co., has been in Cincinnati several days inspecting their distributing and visiting the drug trade in the interest of the firm.

Advertisers desiring an up-to-date list of members of the I. A. of D., can obtain same by addressing Mr. W. H. Case, 24 N. Miner St., Ft. Wayne, Ind. Lists supplied to traveling men upon request.

On February 9th fire broke out in the shipping and packing department of Dr. Burkhardt's establishment. Loss, \$1,000 to \$1,200. The doctor will continue to do business as usual.

An inspector relates the following: "While superintending a distribution of samples in a small town in Southern Ohio, a boy working the opposite side of the street handed a sample to a lady who was standing at the gate. After glancing at it, with a gesture of scorn, threw it into the street. Whereupon I deliberately walked across, picked up the sample and calling the boy back, inquired the name of the resident of the house. The lady looked very much astonished, but undoubtedly she was more surprised later in the day when she received the same sample by mail. She was the wife of a leading physician of the place."

Mr. Kneeland, representing C. I. Hood & Co., Lowell, Mass., spent several days in Cincinnati on detail work. Mr. Kneeland is a thorough, conscientious worker and a pleasant gentleman to meet.

Samuel J. Burgess, of Pontiac, Mich., a new member of the I. A. of D., is very highly spoken of by all the traveling inspectors who visit his city. Several of them tell some very interesting anecdotes regarding his service. Mr. Burgess does all the distributing and has the patronage of all the National advertisers who distribute in his town. It is reported

that his wife assists him with the distributing when he is pushed with business.

In justice to the Vansyckle Advertising Co., of Muncie, Ind., we would state that the claim paid the Dr. Kilmer Co. for matter wasted in that city was paid on account of former member there, not the Vansyckle Advertising Co. We take pleasure in recommending and vouching for the present representative of the I. A. of D. there.

A distributor in a prominent town in Michigan while making a distribution was ordered by a resident who was working on his lawn to stay out of the yard with his printed matter. The distributor tried to explain that his contract required him to leave a piece of the advertising matter at each house, and that if he failed to do this in a single instance, he would be held accountable and the result might prove disastrous to his business, but he argued in vain. Later he wrote the firm for whom he was working, relating his experience and stating that he had endeavored to do his duty, but should they require it he would see that the circular went into that house, if he were compelled to take an officer of the law along to protect him. That is what I call an honest distributor.

The Dr. Miles Co. are making very attractive window displays in some of the drug store windows in Cincinnati. The display consists of dummy packages, fac-simile of the "Nerve" and "Heart Cure" and two beautiful dolls, each about eighteen inches in height, named respectively "Grace" and "Edith." One is an exquisite type of a blonde beauty, the other a charming brunette. Each doll is the possessor of three lovely costumes; hence, the druggist can by changing the toilets of the little ladies practically renew the display.

I happened to drop into a drug store the other day and noticed that the druggist had quite a number of samples on the counter. Of course, being somewhat interested in the house-to-house distribution, my curiosity was aroused as to what the samples were. I asked the druggist for one, and his reply was: "Yes, you can have as many as you want."

I picked up two of them, and he said, "Take six or seven. We want to get rid of them. They are only in the way here on the counter." Now if the advertiser who has gone to the expense and trouble to put up these samples (they are valuable ones too) could have heard this druggist's remarks, offering to give six or seven to one party, I think it would convince him that it does not pay to send samples or advertising matter to druggists. I invariably find that advertising matter on drug counters is wasted. Children take up the almanacs and booklets, and the "sample friends" come after samples until the supply is exhausted, always keeping their "weather eye" open for something else that they can get for nothing. This class of people never buy goods of which they have had free access to samples. The advertiser makes a mistake by sending them to druggists. If advertising matter is worth printing, it is worth the price of a house-to-house distribution. There are plenty of good, reliable distributors who are only too glad to give a first-class service at a fair price. There is no excuse whatever for having advertising matter go to waste on the drug counters.

In a conversation with the Secretary of the I. A. of D., he made the remark that several advertisers were sending out letters to distributors offering them \$1.50 per thousand, stating that this was the Association price for work. The Secretary requested me to state through the columns of "The Billboard" for the benefit of all interested that the I. A. of D. has no scale of prices, and that each member is expected to charge whatever he pleases. This statement should settle all such matters for the future; at least, until the I. A. of D. decides upon a scale of prices, which is not likely to occur. W. ACHESS.

The I. A. of D. List.

When we undertook to publish a directory of the members of the International Association of Distributors, we did so at the request of the officers of the association. Several large advertisers also requested it. It was needed. Mr. Steinbrenner found it a severe tax on his time to prepare the type-written copies demanded of him. He could not have it printed because the association was growing at such a rate and new names coming in so fast, that it was necessary to revise the list every month in order to keep it up-to-date. If the association had undertaken to print and mail a new list every month the burden would have been too heavy for the treasury to bear.

But lists had to be had, so at the request of the officers we undertook to supply them. For one dollar per member we agreed to print a directory in our columns. We agreed to revise it every month, adding new names and taking out such as were dropped.

We inserted the whole list of members in the first issue and then notified each of our intentions, explaining our plan and requesting one dollar from each member for this service. We explained the advantages that would accrue to the members from this course.

The association would have issued five hundred or at most a thousand copies of a list which would soon have grown unreliable because of the new names which would have been missing.

We guaranteed to print and circulate over 120,000 lists annually, always revised and correct. All of this we agreed to do for one dollar per name, and we intimated that if necessary we would wait a reasonable length of time for the dollar.

The greater part of the members were quick to see the merit of the scheme and promptly responded, either sending a dollar or a letter stating that they would do so on a fixed date later on.

To those who did not reply to the first notice we in due time dispatched a second letter. This brought a few grumbling remit-

tances and also a few frank, candid replies from members who said plainly and manfully, either that their business would not warrant the expense, that they could not afford it or that they did not approve of the plan.

But fully fifty did not reply at all. Among those who wrapped themselves in silence were many who could well afford the investment, and these were written a third time.

Not one single reply came to us from our third notice. We do not know why. Perhaps they wanted us to cajole them with further letters, or maybe they wanted us to beg, whine and bellyache to them. In either event they were mistaken. We threw up the job in disgust.

And now we understand that some of these self same gentlemen are criticizing us for so doing. Not satisfied with defeating a measure which would have aided the association and helped the officers materially, they are now harassing the latter with senseless and assinine kicks because of the state of affairs which they themselves occasioned.

We ought to mention their names and hold them up to scorn. Doubtless if we had threatened to do so, they would have sent their miserable contribution with alacrity, for there are men so constituted by nature that they must needs be bossed, threatened and browbeaten into their every undertaking. This is as true in advertising as it is in politics, society and business circles.

We have never resorted to the sandbag, however, and we never will. Neither will we snivel, crawl and plead. We get our business by deserving it, and right royal patronage it is.

We are going to publish a distributors' directory just the same. We are going to publish it because there is a demand for it among our subscribers. As for the lunk-headed kickers, 't'll wit 'em.

Small Talk.

Secotine, a liquid glue, will be advertised in this country through George W. Place, 203 Broadway, New York. Secotine is manufactured in Belfast, Ireland.

The World Manufacturing Co., Cincinnati, is a probable advertiser in house-to-house work in the near future.

The Champion Oil Burner Co., of Cleveland, O., are said to have in press a large edition of booklets that will shortly be sent out through distributors.

Dr. P. R. Whitcomb, President of the Dr. T. A. Sloeum Co., New York, is said to favor diverting a considerable amount of their advertising appropriation from the newspapers into distributing matter.

J. W. Brant, Albion, Mich., is getting bids from distributors, as are also Drs. F. E. & J. A. Green, Boston, Mass.; Dr. Miles Co., Elkhart, Ind.; Dr. C. L. Shoop, Racine, Wis.; Dr. W. S. Burkhardt, 121 E. 7th Street, Cincinnati, O.; Chamberlain Medical Co., Des Moines, Iowa; F. J. Cheney & Co., Toledo, O.; Belton Medicine Co., 191 River Street, Detroit, Mich.; Dr. Goldberg & Co., Detroit, Mich., books; Dr. Spinney & Co., Detroit, Mich., books; Drs. Kennedy & Kergan, Detroit, Mich., books; The W. H. Hill Co., Cass Avenue, Detroit, Mich., samples; W. H. C. Burnett & Co., Detroit, Mich., samples; Hy-Jen Chem. Co., Detroit, Mich., samples; Silver Yeast Co., Detroit, Mich., signs, etc.; Belton Medicine Co., Detroit, Mich., circulars, (in and out of the city), distributing, etc., etc.; Victor Remedies Co., Frederick, Md.; Celestial Oil Co., Baltimore, Md.; Dr. James Co., Ogontz, Pa.; Warnock & Ralston, Rock Island, Ill.; Phenoy-Caffein Co., Worcester, Mass.; J. H. Yeilm & Co.

Griffith & French, distributors, at Greensboro, N. C., have adopted the following scale of prices, viz.: Circulars and Small Pamphlets, \$1.50 per 1,000; Pamphlets, large, \$2.50 per 1,000; Samples, small, \$2.50 per 1,000; Samples, large, \$3.50 per 1,000.

A. B. White, of Taunton, Mass., has been quite ill, but we are happy to say is again convalescent.

Hamlin's Wizard Oil Co., 152 Lake Street, Chicago, Ill., under date of Feb. 13, write as follows, viz.: "We will be glad to hear from you as regards the best manner to reach responsible distributors for all the county fairs which occur during the fall season. We expect to do considerable distributing at that time on these occasions, but have always had trouble in securing responsible distributors." If any of our readers can suggest a plan to them we will be glad to have them do so. These people are liberal advertisers, and exceptionally prompt pay.

Bryan & Co., of Cleveland, are said to be doing a splendid business in their distributing department, and giving first-class satisfaction.

Wm. Clowes, of McConnellsville, Pa., writes that business is improving.

Drs. Kennedy & Kergan, of Detroit, Mich., use I. A. of D. members in preference to all others.

M. A. Bondy, Detroit, Mich., writes as follows, viz.: "Long time to 'The Billboard.' Do you know of anyone who has a sample of contracts, to make with an advertiser? We lost \$30 by not having made one, with a man in this city." Can any of our readers oblige him?

Mr. James B. Kirk is now with Profitable Advertising, of Boston, as associate editor, and his excellent work may be expected to still further enhance the value of this very attractive publication. The offices have recently been removed to 27 Washington street, Boston. It is said that Profitable Advertising will be chosen as the official organ of the Associated Bill Posters in the event of Mr. Stahlbrodt's paper being discontinued. There is little doubt but that it would fill the office with credit to itself, and the association as well.

Good Whisky

Is Very Rare—Old Bottles Are Refilled

"People will never know exactly what kind of whiskey they drink until some genius comes forward with a bottle that cannot be refilled," said an old barkeeper. "The fact is, two-thirds of the drinking men don't get the brands they call for; don't know the brands they call for; don't know what they drink."

"A clean label and the cap intact will show in nine cases out of ten, that the bottle has not been opened and refilled. In third rate saloons, where the case goods are never sold, you can always be assured that the bottle has been refilled many times; so often, in fact, that the label has been almost torn off and dirty patches remain. I have worked pretty well all over America in my time, and can't remember of any saloon where a special brand of rye, and in the majority of cases a very poor brand at that, is not kept for mixing purposes."

"Cordials are faked as much as whisky. The original bottle is filled with inferior bulk goods. The exceptions in this great country are small."

"The same is true of wines, except, of course, in first-class places. I have worked in hotels on Broadway and have seen people at dinner in the cafes order a brand of wine that they never got at all. Some poorer quality, kept on hand for the purpose, was served."

"Even beer is not honest. You have noticed in the average saloon window or over the entrance, signs telling of four or five beers that are kept on sale within. Perhaps two brands are the limit, and both are drawn from the same tap. Bass' Ale is faked more than any other beer. Ale made in this country is labeled Bass and sold all over the United States."

The above is clipped from the New York Sunday Telegraph, and reminds me that I wrote some time ago on this subject, suggesting that the distiller who has a brand with a reputation to protect should bottle it in small bottles, each bottle to hold only one drink. There are seven brands of rye whisky on the bill boards right now, and all they can be sure of is the bottle trade. Of the whisky sold over the bar, no man knows what he is getting unless he be the first when the bottle is opened.

Just imagine the fortune of the distiller who reaps the benefit of the entire demand his advertising has created! SAM W. HOKE.

Federation of Women's Clubs Wants Ads. Interdicted.

Chicago, February 2.—The Federation of Women's Clubs has begun a crusade on the practice of using women's faces and figures in magazines, newspapers and bill board advertisements.

The Legislature will be asked to enact a bill to the effect that all publishers, public entertainers, manufacturers and tradesmen of any kind shall be forbidden to use the face, form or any portion of the figure of woman for advertising purposes in either suggestive or immodest or immoral manner.



F. J. SCHANTZ, Jr. City Billposter of South Amboy, N. J.

Mr. F. J. Schantz, Jr., who is pictured above, is the efficient and reliable bill poster at South Amboy, N. J. He has a good town, and takes care of it in excellent manner.



Williamsport, Penn.

Editor of "The Billboard:"

Business still on the go here, all hands at it from daylight until dark, my country wagon will go out on the road again next week full of samples for firms of this city and outside. I am the only one here who has four men attending to distributing alone, and the only one who sends a wagon over the entire county, both doing bill posting and distributing. I now own and control all the bill boards and county bridge privileges in this county. To-day made two contracts for distributing. One was the firm S. R. Feil & Co., for 10,000 samples of Paragon Tea. This is their second time in the last ten weeks. They are well pleased with the service and have made a contract for the year. It pays to do good work. The other firm is a new one here, it is the W. H. Hill Co., of Detroit, they contracted for the distributing of 10,000 samples of their famous Cascara Bromide Quinine Tablets. They will also do bill posting later in the season. Yours for success.

GEO. H. BUBB.

El Reno, O. T., Jan. 23, 1899.

Editor of "The Billboard:"

Gentlemen—Please find enclosed \$1.00, currency, for which send me "The Billboard." Mr. J. J. Sinclair, who has been managing my plant is no longer connected with it. I have personally taken charge of same and business is increasing very satisfactorily. Very respectfully yours,

W. J. GOFF.

Dubuque, Iowa, Feb. 20, 1899.

Editor of "The Billboard:"

Dear Sir—I appreciate your paper more than I can tell. It is so encouraging and instructive, and brightens one up so, when trade is dull and one has the blues.

My only complaint is that it only comes but once a month, which is so long to wait for the valuable advice that can be found in its columns every issue. It preaches honest service to the distributors, and honest distributors to the advertisers. There are still some dishonest distributors in the country, and in a great many cases the advertisers are to blame. For instance, an honest man starts in business as a distributor (joins the I. A. of D., if they will accept him) and then embarks on the advertising world looking for patronage. He puts an advertisement in some good paper, and solicits the advertising firms by letter, and in nine cases out of ten he never receives an answer.

He sees a bad job of distributing done, reports it to the firm that is having the work done, and for his pains is either entirely ignored or receives a reply similar to this, viz.: "We can attend to our own business without any assistance from anyone." They just as much as tell him, that they think he is making this report to get a job.

Certainly I want the jobs I can get honestly, but before I will falsely accuse anyone to get the work I will try and make a living at something else.

But the advertisers continually discourage the honest distributor by giving the bulk of his advertising to any Tom, Dick or Harry that will take it the cheapest, who as a rule are dishonest loafers and give him poor service and the worst of it.

Now if the advertisers want to encourage honest distributors and get the best service, let them use only I. A. of D. members, who will guarantee honesty in their service, personally superintend the work, and protect the advertiser from loss by a cash guarantee with the I. A. of D. the sooner they can be brought to see this is to their interest and use I. A. of D. members only, the sooner they will be able to get the honest result bringing service they want, and it will encourage honesty in all distributors. Then the advertiser would be able to get honest service in every town of any importance that he wanted to reach.

By not doing this he is giving a great deal of his work to dishonest distributors, and is thereby encouraging dishonest service as he sends the bulk of his work to this class of men and boys.

One thing more, I agree with Brother Steinbrenner, if we, as I. A. of D. members, guarantee to protect all advertisers from loss, that use I. A. of D. members, it is no more than fair that these same advertisers should guarantee to use only I. A. of D. members wherever one is located.

If you think this will be of any interest to brother workers I would like to see it in your next issue. Wishing all brother workers and "The Billboard" the very best of success, I am, Yours very truly,

ARTHUR LEONARD.

Shelbyville, Ind., Feb. 13, 1899.

Editor of "The Billboard:"

Dear Sir—Your esteemed favor at hand. You say you have many inquiries about how to keep paste from freezing. Use only the best grade of lump starch. Dissolve the starch in cold water, have your washboiler on the stove full of boiling water, (it must be boiling hot) two hands full will make nearly a half-bushel of paste of the right consistency. Then dip with a large cup or dipper and keep stirring continually, and by the time your bucket is full your paste is done, except the adding of a big hand full of fine salt. We have pasted paper with the thermometer at 20 degrees below zero, and experienced no trouble. We have given a thorough test to all kinds of paste, and for quickness, cheapness and durability of work, nothing equals good starch paste. Care should be taken to not overcook the starch, as that greatly destroys the adhesive qualities. Whoever gives starch a fair trial will not return to flour for city work or any one-day's trip. Respectfully and fraternally,

T. R. CHAFEE.

Kalkaska, Mich., Feb. 12, 1899.

Editor of "The Billboard:"

Dear Sir—Business is at a standstill here at present, probably because of the extremely cold weather during the week of February 6 to 12. In the mornings the thermometer registered as follows: February 6, 24 degrees below zero; February 7, 38 degrees below zero; February 8, 42 degrees below zero; February 9, 47 degrees below zero; February 10, 49 degrees below zero; February 11, 48 degrees below zero; February 12, 46 degrees below zero. Everybody says it was the coldest weather that has been experienced since New Years of 1860.

We have a population of 2,000, two railroads, the G. R. & I. and the C., W. & M., three mills, a large wooden ware factory, and are surrounded by good farming land and lumber country.

I received "The Billboard" all O. K. I think that it is the best, and that every bill poster should take it. Your Directory is just what has been wanted and needed for a long time by every one in our line. I remain, Yours truly,

FRED. G. STUART.

Valparaiso, Ind., Feb. 14, 1899.

Editor of "The Billboard:"

Dear Sir—Allow me a little space in your columns of your valuable paper, "The Billboard," along with the rest of the craft. It may be of some benefit to the bill posters at large. In looking over your February edition we find the advertisement of A. Van Buren & Co.'s starch paste. They are right when they advertise their paste, as the best and latest paste made. They say that they have had one year's experience; I can go to them one better and say that I have used the paste for four years. Its only drawback worth mentioning is, that in very hot weather it adheres too quickly and makes the paper stiff and brittle. But this fault is overcome very easily in this way. Allow about one quart of boiled oil to the barrel of paste, add either in cooking or after, as in mixing paint. That will make a paste that any man can guarantee from three to five months, and no renewing necessary. I have some of the Liggett & Meyers Tobacco Paper that was posted the 17th of last November, and it is as good today as the day posted, notwithstanding that we have had more rainy weather than has been experienced for a number of years. The oil makes the paste transparent, so that even in the coldest of weather no brush marks can be found. And further, one coating keeps the rain from penetrating the paper both back and front. It preserves the colors in their original shade, and makes the paper appear as if it had been varnished with the finest varnish.

I have been complimented many times, by traveling men and inspectors, upon the appearance of my paper. With best wishes, I am, Yours very truly,

W. H. DRULLINGER.

Mill Run, Pa., Feb. 18, 1899.

Editor of "The Billboard:"

"The Billboard" for February is upon my table and I have read a part of it. The I. A. of D. and Fair Department along with A. B. P. are "hummers," but the Sign Painters' Department is languishing. Why is this? Is it because of lack of originality upon the part of its conductor, and in a dearth of items that it uses everything to fill up? And where are his contributors whom are supposed to be supplying crisp, newsy little notes every month? And if he has no correspondents or contributors to supply him, why do you not have a conductor to the sign painting who would have them and lots of them? What is the use of such a lot of dry material as we have been reading for several months on "How to Letter," and that from several authors. Whom do they seek to teach, the masses or the classes?

I am not an aristocrat, nor either a plebeian. I respect those superior, and give the helping hand to those who are not so advanced.

It has been inferred from the knowing ones that America is one of the greatest sign-painting countries in the world; but lo! when it comes to advertising with the paint brush, "There are not enough men to do it." . . . "A deplorable dearth of sign painters that possess the ability to carry it on, on the lines of advertising." Is that so?

Let us see. While numerous sign painters have written me this few months, some are excellent pictorial sign painters and a few are bulletin painters. Here is a type of the class which undoubtedly has been referred to. "Dear Sir—Will you kindly send me information regarding the N. S. P. A.? How to become a member? What are the requirements, etc.? I am a house and sign painter of some 18 years experience, but the bulletin painting is new to me, and any information will be appreciated."

"The question will not be 'How to letter,' but how to get business out of sign painting by turning it to account in bulletin advertising. Letter pattern are all right in their place, but are not easily handled for expedition or dispatch upon the road. In this case it is the free hand who uses no other aids than the eye alone who wins out for swiftness and beauty of style, poise, color, etc. in a bulletin. How many sign painters or even bulletin painters are masters of the situation I know not, but from our informant it seems the lack of such proficiencies in American painters is deplorable.

How shall the National advertisers know whom to employ in order to have their work done right?

How will they know who are best and the most expeditious and of scholarly attainments? If it is a question of price the very best bulletin artists should be paid well for knowledge and skill and the National advertisers should see that they get such men. Where can such artists be found? In the National Sign Painters' Alliance and amongst others who will be in it soon.

If training through the Sign Painters' Department can make any learner more proficient as a bulletin painter, such training will be looked for and sought from the pen of some one no less than a genius in such line. By the oft repeated appearance of my name

in "The Billboard," I feared I would monopolize space needed by others better and greater; but noticing your call for articles of interest to sign painters and for photographs of signs and bulletins. I cheerfully comply and promise my aid so long as my efforts will be of interest and instruction. Sincerely yours,

A. E. HARBAUGH.

Peru, Ind., Feb. 14, 1899.

Editor of "The Billboard:"

Dear Sir—I read "The Billboard" with much interest and profit. I therefore feel it my duty to help furnish items of interest, etc. So far our posting department is not doing much this month, only have Horse Shoe Plug, twelve-sheet stands; National Cigar, twenty-sheet stands, and some one three-sheet clothing bills on our boards at this writing.

We have distributed this month for Dr. C. L. Shoop, Racine, Wis.; Dr. W. S. Burkhart, Cincinnati, O.; Chamberlain Medical Co., Des Moines, Iowa.; F. J. Cheney & Co., Toledo, O. Distributing is also coming from J. W. Brant Co., Albion, Mich.

I have increased my facilities for handling all kinds of out-door advertising. Yours truly,

CHAS. W. STUTESMAN.

Mansfield, O., Feb. 13, 1899.

Editor of "The Billboard:"

Dear Sir—Work during the last month has been very light outside of the theatrical work. Have posted five stands of Sopolio for Enoch Morgan & Sons Co. Have also made a contract with Messrs. Foley & Co., Chicago, for fifteen stands to be put up soon. The weather the past few weeks has made posting very difficult.

Have put out two distributions for Dr. Miles Elkhart, Ind., also one for J. W. Brant, Albion, Mich., and one for Drs. F. E. & J. A. Green, Boston. Respectfully,

E. R. ENDLY.

Burlington, Iowa, Feb. 11, 1899.

Editor of "The Billboard:"

Dear Friends—It may be of some interest to you as to what I have been doing here in Burlington. Since January 1, 1899, I have distributed for Dr. Shoop 5,500 pieces; for Dr. Burkhart, 6,500 pieces, and will start next week on a lot of 6,500 pieces for Foster-Milburn, and 5,000 for the Chattanooga Medicine Company.

In the last few weeks I have contracted with Foster-Milburn; Wells, Richardson & Co.; Drs. Kennedy & Kegan, and the Brown Medicine Co. These are new firms on my list. It has taken time and labor to gain the patronage of these firms, and as long as I can do their work in this city, it shall be done in the very best manner, as I am always willing to do all I can to promote honest advertising. Trusting this may find space in your most valuable paper and wishing you all success in this new year, I remain, Your friend,

A. E. DREIER.

Dreier's District Service.

Madison, Ind.

Editor of "The Billboard:"

I want to tell you of the business we have been doing since we came here. We have purchased Oscar Pary's bill boards. We now control all bill boards and daubs in the city of Madison, Ind., and have a capacity of 1,000 sheets of paper.

We did some posting for Battle Ax Tobacco, two 4x5 stands, five 4x3 stands, and ten eight sheet stands. All of these are on the boards now, besides the theatrical paper, and we still have some dead boards.

We did work for Beeman's Gum Co., Star and Horse Shoe Tobaccos, millinery firm of Louisville, Ky., Seymour Street Fair, and Omaha Exposition.

We did some distributing for Dr. Miles, and Nine O'Clock Washing Tea Co. As Mr. Jas. McDonald has accepted a Government position at Jeffersonville, Ind., we will do distributing of all kinds. We do our own work, and we do not trust it to boys. We guarantee our work and will give any of the above mentioned firms as references.

We always have a greeting for the old reliable bill board the first of each month. "The Billboard" is a gem, and would be cheap if the price were twice as high.

Thanking you very much for this space and the opportunity of writing, we remain, Yours very truly,

MURPHY &amp; RHOTON.

Editor of "The Billboard:"

I called upon J. O'Melia while in Jersey City, and was treated with courtesy. Jim says that anything that comes his way comes mine. I also called upon Mr. Fitch, of the O. J. Gude Co. to transact some business, and was also treated with courtesy, and left the O. J. Gude building with an invitation to call again.

Good luck to the w if re of "The Billboard." Yours, FRANK J. SCHANTZ, JR., South Amboy, N. J.

Somersworth, N. H., Dec. 29, 1898.

W. H. Steinbrenner, Esq., Cincinnati, O.

My Dear Sir—Your very kind favor of the 19th inst. to hand. Replying to the same I would state that I consider the I. A. of D. of great benefit to both the advertising and distributing business. Men worthy of success are aided and rascals are detected.

Being engaged in the "Insurance Business," I have found time to devote to distributing matter, but for the past year distributing has been done but very little in this city and therefore I did not take into consideration the question of joining your worthy organization.

Am a regular subscriber to "The Billboard." This valuable paper needs no comment from me.

Should there be an increased amount of matter for distribution, I can then consider the I. A. of D.

Remember that the I. A. of D. and "The Billboard" are, in my estimation, deserving of highest commendation. Very truly yours,

ELISHA C. ANDREWS.

Medicine Lodge, Kan., Feb. 18, 1899.

Editor of "The Billboard:"

Dear Sir—I can get more interesting reading out of "The Billboard" than any other paper that I know of, so send you \$1 to pay my subscription for year of 1899.

I have done quite a little distributing, and some posting in the past year, and can control 40,000 feet of boards in this county. My small "ad." that ran in November and December, 1898, has been answered by about fifteen parties, who asked about the size and population of this county. This county is thirty by thirty-six miles square, and contains a population of 7,000, almost all of whom are engaged in stock raising. I also have territory outside of this county.

Thanking you for favors extended, I remain, Very sincerely,

JOHN V. FISHBURN.

On the Road, Feb. 9, 1899.

Editor of "The Billboard:"

Dear Sir—I am proud to say that I am now representing Hamlin's Wizard Oil Co., of Chicago, Ill., on the road, advertising their celebrated remedies. But I have not forgotten the assistance you gave me, nor that of our Secretary, Mr. W. H. Steinbrenner, who merits the praises of all of the members of the I. A. of D. for the favors which he is willing to extend to all, who are trying to make a success of the distributing business.

The latter is coming to the front more and more every day since the reliable and only distributing association has taken hold of it. In the course of a few months the I. A. of D. will have a member in every city in the United States and Canada, and if any men deserve credit, Mr. Steinbrenner and the rest of the officers do.

If anyone is thinking of going into the distributing business, I would advise them to write to our Secretary for advice, and at the same time send 10 cents for a copy of the old reliable and only distributing paper, "The Billboard."

I also thank the following members for their help, Messrs. W. H. Care, E. B. Bridger, R. S. Douglass, Geo. W. Vanoyckle, O. P. Fairchild, and the rest who so willingly gave me the advice and assistance I asked of them.

Thanking you for this space and wishing you success, I remain, Respectfully,

H. N. HOLSHOUSER.

Member of I. A. of D., Covington, Tenn.

N. B.—My advertising business is still being carried on and any work sent to me will receive prompt attention.

New Hampton, Iowa, Jan. 30, 1899.

Editor of "The Billboard:"

Dear Sir—Enclosed please find one dollar for this year's subscription. Business has been rather poor this month, but we hope to see it pick up soon. This is a town of about three thousand inhabitants, and has four newspapers, and I have a hard time to get the merchants to advertise on the bill boards, but luckily for me there are a few who know a good thing when they see it. Last year my business was double that of the year before, and I am going to get some one-sheet posters and keep my boards full of my own advertising—take a dose of my own medicine, as it were. An advertising agent said to me: "Garver, you are a fraud; you want others to advertise, but you do not do any yourself." That started me to thinking, and I am going to begin.

I seldom receive any national work, but why should I? There are hundreds of towns that advertise. But in a business way, I do not know of any that is more enterprising or up to date. Long may you prosper. A copy of "The Billboard" is always worth the subscription price. Very respectfully yours,

R. R. GARVER.

Arkadelphia, Ark., Jan. 27, 1899.

Editor of "The Billboard:"

Dear Sir—I have received three copies of your valuable paper, "The Billboard," and am more than pleased with it. I have only been in the bill posting business a short time, but I mean to "push" it for all it is worth. By doing hard work, I know that I will make it a success, as all of the distributing and posting is to be done by myself. I will be sure that it is done properly. Arkadelphia is a town of about four thousand, and I have some good boards located in the business part of town. I have on them at present 50 two-sheets, Duke's Mixture; 5 twelve-sheets, Old Virginia Cheroots, and 5 eight-sheets, Battle Ax, and I have tacked 300 West Tennessee and 50 Duke's Mixture. More paper is expected this week.

Some one has been doing very bad work for Dr. Miles Medicine Co., of Elkhart, Ind. Some six weeks ago I found eighteen of Dr. Miles' papers in my front yard. I was doing some advertising for the opera house at the time, and saw just as many in other front yards.

It may be wrong for me to report this, but I feel that it is my duty as a licensed bill poster to let the firm know that they have not been getting what they have been paying for. You shall hear from me again, soon. Yours very truly,

MYAL GREEN.

Van Wert, O., Feb. 13, 1899.

Editor of "The Billboard:"

"The Billboard" was received, and as usual we made a meal on it. I find that a real bill poster can not afford to lose one month's issue of your paper. Well, business has been very good considering the weather in Ohio. We had a little bad luck, as we received 2,000 samples from Crawford-Taylor, bakers of Mansfield, O., through our wholesale dealers, Messrs. Humphrey & Hugel, which we were to put out on Feb. 16. Unfortunately the grand four-story stone building caught fire and burned to the ground, with a loss of \$150,000, and, worst of all, they were lovers of advertising.

I do a great amount of work for them. In order to secure the work from Crawford-Taylor you must have the wholesale dealer to write for you, and if you do the work right he will write. The firm of Humphrey & Hugel will resume business, and they have notified said bakers of the loss, and they are receiving another shipment. Awaiting next month's issue of "The Billboard," we are, yours respectfully,

SMITH &amp; WHIRES.

P. S.—J. Whires and I have purchased the interest of C. C. Lichty, of the firm of Smith & Lichty.

S. &amp; W.

To the Editor of "The Billboard," and all Fair-Minded Bill Posters:

Greeting.—This is an open letter, and an answer from R. Nolan to Houghtaling & Stahlbrodt's false statements in their would-be paper, which they hide behind when they are caught in a trap like they are in this case. They persuade the advertiser that if he does not place the work through them, it can not be done successfully. They lead him to believe that the average bill poster is a thief and that he can not secure good service unless he employs them to watch his interests. This they call soliciting. For this they charge us 16-2-3 per cent. commission. In other words, they misrepresent, malign and vilify us and then charge us one-sixth of the gross amount for the service.

I can prove that Houghtaling and Stahlbrodt never persuaded the P. J. Sorg Co. to go on the bill boards. They never created the business. After the posters were printed and some few had been posted, they secured the placing of the remainder.

Some bill posters may believe that agents are entitled to a commission in a case of this kind, but I do not. I wrote them so. They answered by publishing a paragraph in their dirty paper which stated that Alpena needed a bill poster.

This was a lie. They knew it was a lie. They lied deliberately and maliciously in the utterance, for the man who gave them the business to handle had his own agent inspect the work and O. K. my bill. This agent also gave me a letter of recommendation to aid me in securing other work. This he did voluntarily and solely because he liked the showing I gave him. Yet you will see in the last issue of their paper that they claim R. Nolan, the Alpena city bill poster, buys these inspectors with complimentary "atre tickets." This does not speak very high for the traveling agents who represent the big firms.

Now, here is where Houghtaling & Stahlbrodt have to swallow what they published in their would-be paper. In regard to the P. J. Sorg Spearhead Tobacco posters that were posted in Alpena, Mich., by R. Nolan, the above gentlemen claim that all the work was done through them and not by the P. J. Sorg Co. They also claim that they asked frequently for a report sheet and bill, but Mr. Nolan refused to send them any. Why should Mr. Nolan send them a report sheet and bill, when he was not doing business with them?

I notified them on Aug. 7th. (which they can not deny, as they published it in their own paper), that I would not accept their work and allow them to make 16-2-3 per cent. commission off of me. On Aug. 7, therefore, I stopped going business with Messrs. Houghtaling & Stahlbrodt. I then wrote a letter to Mr. Sorg to that effect. Mr. Sorg shipped the paper to me anyhow, and I posted it and gave him such great satisfaction with the work that he gave me \$30 worth more to show the appreciation of my service.

Still, Houghtaling & Stahlbrodt will say that I am not an honest bill poster, and can not be depended upon and also go so far as to say that you want to look out for R. Nolan or he will do you up. If they are such awful clever men, I should think they would not let an Alpena bill poster do them up, and not only do them up, but catch them in one of the lowest and most contemptible lies that ever was printed in a newspaper.

They don't believe R. Nolan in what he says; they don't believe Mr. P. J. Sorg, the firm they handled the advertising for, and, worse still, they are trying to make out that P. J. Birmingham, of Detroit, Mich., the Michigan state agent for Sorg Spearhead Tobacco, is not worthy of being an inspection agent, as they say I buy inspectors with complimentary tickets for the theatre.

This is what they print in their dirty paper, and here is where I show these men up for accusing me of not being honest; and I take great pride and pleasure in doing it. This letter is direct from Mr. Birmingham himself:

"Mr. R. Nolan, Alpena, Mich.:

"Dear Sir—I wish to state that I have inspected your work in your city and country route, and it gives me pleasure to state that it was done in A1 shape, and wish to thank you for the good location which we received on same.

"I shall place you on my book as one of the best bill posters in Michigan, and can assure you of all our work in your locality in the future. Thanking you for the past favor, I wish to remain,

"Yours truly,

"F. P. BIRMINGHAM,

Detroit, Mich., State Agent.

[I have seen the original, and the above letter is a true and faithful copy of same.—Editor of "The Billboard."]

Now, please notice that this gentleman inspected my country route, as well as my city work. Houghtaling & Stahlbrodt said in their paper that I did not get any paper through the P. J. Sorg Co., and that what Mr. Nolan told was a bare-faced lie. Here is where Mr. Nolan gets them foul and turns the table completely around and makes them the untruthful gentlemen.

You will notice that there is proof here for every word R. Nolan tells you, and that is more than they can produce. Next comes a letter from the P. J. Sorg Company to show you that I contracted with him for the country route and he paid me promptly for it and did not take any 16-2-3 per cent. off either, but he referred me to the above firm for my pay for the city work. You will notice how he appreciated my work, at the ending of the letter, dated Nov. 1, 1898.

R. Nolan, Alpena, Mich.:

Dear Sir—We have yours of the 28th

inst., enclosing invoice for city work, \$13.00; also, invoice for work on country route, amounting to \$30.00. The bill posting on country route having been done under arrangements with us, we enclose check herewith for the amount of \$30.00, of which kindly acknowledge receipt. We are obliged to return your invoice for city work, and respectfully refer you to our letter of October 1st, explaining that we contracted with Messrs. Houghtaling & Stahlbrodt, of New York, for this lot of bill posting. Of course, you understand that you must collect the amount of your city work from them.

We appreciate the fine display you given us, and trust that at some time in the near future we will be in a position to give you more work.

Very truly yours,

P. J. SORG CO.

[The above is a true and faithful copy of the original.—Editor "The Billboard."]

Now, readers, you will notice that no better proof can be produced than these two letters you have just read, and still Houghtaling & Stahlbrodt are trying to make you believe that R. Nolan is not an honest bill poster and does not give his advertisers justice, and all because he knows too much for the New York solicitors and won't allow them 16-2-3 per cent. commission.

He is one of the independent bill posters who solicit their own work and has no association to cover his points and who gives nothing but straightforward, honest service and defies the world to say anything different.

The only trouble with the above gentlemen is that R. Nolan will not do any business with them in any shape, manner or form, and that is all that hurts them. They state in their paper that they have my money for posting the Spearhead Tobacco for the city work. I would like to know what business they have with my money, as I ordered Mr. P. J. Sorg to pay them their commission and send me the balance, as I was not doing business with them. Mr. Sorg informed me that the amount of the city work was to be collected from Houghtaling & Stahlbrodt, but I am going to look to the P. J. Sorg Co. for my pay, as my account is with the latter, and I have enough money to live on until I receive it.

Now, brother bill posters, look at Messrs. Houghtaling & Stahlbrodt, the firm that claims to be your friend and looking out for your interest by making bill posting a success. It happens to be the other way; the above gentlemen tried to contract with me for the country route, but they thought my price was too high and they could not see where they would make anything on the deal, so they thought they would throw me in the air, but I fooled them very badly and secured the work myself from Mr. Sorg.

I am very glad that I gave these gentlemen the opportunity which they speak of, as they say they always wanted to show me up and that every one I have worked for always had complaints against me. Still, the above gentlemen would keep on doing business with me if I would only act as a dummy so as not to let the other bill posters throughout the country know how they have been fleecing them on the 16-2-3 per cent. discount.

It is a good thing that there is one bill poster who is not afraid to tackle these people, and I want to tell bill posters that this will do them more good than anything they have ever had before. It will teach these gentlemen how to treat bill posters decently and not to rob them in broad daylight. It will also teach them to tell the truth.

If more of the bill posters would express their opinion in regard to the syndicate bill posters who are trying to steal their names as well as their city, so that they can put up a plant and do business, it would be a great deal better for all. You can do your own contracting and bill posting, and what you do, do it honestly; the advertiser will always stand by you the same as they are doing with me. Fence your town in the same as I have mine, and let none of those sharks in unless they do business on the square.

Next is an article which also appeared in their would-be paper in regard to Mr. Nolan being fired bodily from the Michigan Bill Posters Association. I now have the pleasure of introducing to you Mr. George Leonard, of Grand Rapids, Mich., the God of the Michigan Bill Posters. He also states that I was an awful nuisance to the association, as every man I did work for had complaints to make against me, and that was why they fired me out of the Michigan Association. This is where Mr. Leonard tells a bare-faced lie, for I notified the association to take my name off the list three different times, for the simple reason that they could not keep their snout out of my business.

To show you that my statement is correct and that if I was a nuisance, why did they keep me on their list without paying dues, or assessments for two years? Of course, George is afraid that he will lose his commission, too, but the trouble with Mr. Nolan and the Michigan Bill Posters is that I refused to post some paper for the New England Mince Meat Co. This firm contracted with me to post 500 sheets of paper at 5c per sheet, for 30 days, and insisted on my having the space ready for same. I did as contract called for, but when the paper came there was only 25 sheets and there was 75c express charges on it. This I refused to pay and told the express agent to notify the shippers that I refused to accept it, which he did. In a short time after this I received a letter from the Michigan Association with all the threats imaginable, telling me what they would do if I did not accept this work.

Now I was fighting for my own rights and they were trying to help the firm to do me

up. This is where I wrote a letter to them which hit them so hard that they feel it yet. I forbid them to ever use my name in their association in any manner, shape or form, and also requested them to read my letter at their association meeting, and to withdraw my name from the roll. Still the above association claims they have fired me, but they know better than that.

Now if any of the above gentlemen have anything more to write about R. Nolan let them come on and they will get all they want for I have some very interesting matter to go into print in regard to bill posting.

I want to draw all the bill posters attention to one thing, that is, that every bill poster wants to stand by good, reliable "Billboard," which is published for the benefit of the bill poster, and this is one of the best proofs of it, as I could not have shown myself clear to my readers had it not been for "The Billboard." They throw their paper wide open to you and give you all the news space you require as long as you deserve it.

Now "The Billboard" has done more for bill posters than all the soliciting agents have done in the city of New York or Chicago either. I know that I have received a large amount of work through "The Billboard's" pointers, and they don't ask you how many sheets of paper you posted, and who you posted it for either.

That is what the New York paper is trying to find out from bill posters. If you town is any good, and if you have not got a good foundation they will come and pull it down and put one up for themselves. You will always find R. Nolan doing business at the same old place and will find him with the finest bill posting plant and finest line of bill boards and locations that you would wish to look at, and R. Nolan is not afraid of being hurt by Houghtaling & Stahlbrodt either.

Now in regards to Alpena being open for a first-class bill poster to fill the wants of Mr. Houghtaling and Mr. Stahlbrodt, he would have to be a dummy, therefore, the gentlemen had better come themselves and open up a plant then they will have a chance to take lessons on bill posting from R. Nolan and learn how to tell the truth. They can then go back to New York and stick out their shingle and say they are graduates of Alpena, Mich., and then the people will take some stock in what they say. Now if the above gentlemen and their partner, George Leonard, of Grand Rapids, can scheme up any more lies, you will always find R. Nolan ready to answer them with A No. 1 proofs which is what they have not got. I remain, Yours,

R. NOLAN,

The only Alpena City Bill Poster.

Editors Note.—The question of commissions is a mooted one. It has not been settled, despite the mandate of the association which fixes it at sixteen and two-thirds per cent. The dissatisfaction is not confined entirely to bill posters in the small towns. Some of the large city firms believe that ten per cent is sufficient—among them Col. Burr Robbins, of Chicago, and M. Breslau, of Minneapolis. We deplore the vituperation and abusive personalities of this controversy. Hard language only stirs up anger, engenders bitterness and promotes dissension. Still when a person is smarting under a sense of wrong he is liable to be hot and forcible in his utterances. Discussion is ever to be preferred to anarchy though, even when the former is violent and explosive.

Moreover, this department was created for the very use to which Mr. Nolan puts it, i. e.: to give anyone with a grievance a hearing and justice in so far as the hearing will procure it.

Mr. Nolan is a bill poster and a good one. We have investigated and proved it to our entire satisfaction. There may be those of our readers who will regard him as eccentric, others who will think that he ought to belong to the association and still others that his opinions are wrong, but none will deny that he is honest in his convictions. We hardly think there is a single fairminded man in the craft but what will admit that it was wrong to attack him in print. In conclusion, we would observe that the matter has been thoroughly ventilated and suggest that both parties to the controversy drop it, even if in so doing they agree to disagree.

Savannah, Ga., Feb. 13, 1899.

An open letter to J. E. Cunningham, Baldwinville, N. Y.:

Dear Sir—After reading Nolan's letter in January "Billboard," and yours in the February issue, I feel it my duty to give expression to a feeling which I believe must have existed in the mind of every bill poster endowed with good business qualifications, after he read those letters; you and every other bill poster who has harbored those narrow ideas on the subject of solicitors and their commissions should hasten to get out of the business, or at least confine yourselves to the county newspaper which has only a local circulation, when you are seized with a desire to write an article so utterly inconsistent as those in question. It is a recognized fact that the vast amount of bill posting done by National advertisers to-day was secured by the untiring efforts of solicitors who have made a life study of increasing the posting business, and yet you calamity howlers want to starve out the solicitor. I am willing to gamble that the commissions I have paid solicitors in the past six months is more than the combined receipts for posting done by Nolan of Alpena and yourself, and they have honestly earned every cent of it. Respectfully, CHAS. BERNARD.

Salinas, Cal., Feb. 17, 1899.

Editor of "The Billboard": Dear Sir—Have just received an order from Pr. Shoop Family Medicine Co., of Racine, Wis., for the distribution of printed matter, the work to commence at once. A considerable quantity of matter has been distributed in this city by Hood, and by Cheney & Co., of Toledo, the work being done in both cases by one man and two boys. You can imagine the results. I have made it a rule never to employ boys.

The Native Sons hold a convention in this

city next April, and there will be between five and twenty thousand men assembled. Yours very truly,

LOUIS B. JENKINS.

Rockville, Ind.

Editor of "The Billboard":

I see in the January number of your valuable paper an article by J. Clarke Hennessey, "Are Bill Posters' Prices Too Low?" He calls Mr. J. Todd Johnson down on his article in "Profitable Advertising." I want to say right here, that Mr. Hennessey is correct when he states that Mr. Hennessey can make good money in the smaller towns. I will tell you how I started in the business. When I was 15 years old, I was around the local theater in Rockville, Ind., and one day I came across a copy of "The Billboard" and was looking over it. I became interested at once in an article on "Honest Bill Posting," and as there was no good hustling bill poster in my town, I at once built two 4x6 boards, and secured work immediately. When I got remittances I would build more boards. So I run along for a year, and I contracted with the California Fig Syrup Co., and did their distributing, honest house-to-house work. Next came the old reliable Dr. Miles, of Elkhart, Ind., and the ystall kept coming. I went on enlarging my bill board capacity as money came in, and when I had gotten all the boards I could get up in Rockville, I enlarged my territory to the county. I have a nice business now, and cover nineteen towns, all told. I run an advertising sheet to distribute while on my country route, and an Opera House Program. To-day I have space for 900 sheets of paper on bill boards, not barns, sheds, etc.

I do work for the following firms: Liggett & Myers, St. Louis; I. M. Dishon, Terre Haute; John Finzer & Bro., Louisville; Edward A. Stahlbrodt, New York; Hote, The Sign King, and lots others, and any of these gentlemen know when a bill poster does good work. I forgot to put my friend Sam Hoke on the list. He is a nice gentleman to do business with. (Come again, Hoke.)

I would advise any small town bill poster to cover his county and advertise in "The Billboard," telling the advertisers what you can do. Give them good honest work, and they will come again sure. Do not get your town licensed, it is of no use. Join the I. A. of D., but no other association, as I do not think they are any good.

I want to tell the large advertisers about bill posters who have good plants in the towns I have visited.

Monticello, Ill.—John C. Bush has three or four good boards, all well located, and does good work. Does work for Dr. Miles.

Gibson City, Ill.—Chancy J. Grins has no boards to be seen. It is a good town for the right kind of a hustler.

Kewanee, Ill.—Mr. Kehoa: Here is the second like Monk of Illinois. All kinds of boards, and as fine a theater as they get them.

Geneaseo, Ill.—J. P. Murry & Brothers have a few boards in this thriving little city. (Luck to you, Murry.) They give good service.

Galena, Ill.—Galena Gazette Bill Posters: Only a few boards. This is a good town for a hustler.

Richland Center, Wis.—Mr. John A. Coates: Here is a good man; good town, good plant and good work. Try him.

Baraboo, Wis.—Mr. Shumway is "O. K." Has good plant.

Grand Rapids, Wis.—Has good boards, but no billposter of any account.

Rochester, Minn.—J. C. Judge has good boards and lots of work.

St. Charles, Minn.—Here is my old stand-by, E. H. Ingham. He has a first-class plant, and is also a sign painter.

Austin, Minn.—Has some good boards.

St. Peter, Minn.—J. H. Ludke owns as fine boards as you can get. He also does good work.

Marshall, Minn.—Good little town; 3,000 population. No good bill poster. There is a man there that does not hustle.

Pipestone, Minn.—Has no bill poster.

Luverne, Minn.—Has no good bill poster.

Rock Rapids, Ia.—Good man and boards.

Le Mars, Ia.—Here is my friend, Mr. White. I want to compliment his plant. He has a daisy. Try him.

Nevada, Ia.—Mr. Miller has a fine line of boards, and is all right. Send him your work.

Carroll, Ia.—Mr. Thomas has a good plant. He is a good man.

Dennison, Ia.—My old reliable, Mr. B. M. Stevers, is the peach of them all. Send him the paper; he will do the best.

I have had dealings with all of these gentlemen, and as I am a bill poster myself, I know when I see good work.

Yours in paste,

EMMETT LITTLETON.

Wooster, O., Jan. 27, 1899.

Editor of "The Billboard":

As I left home on the 26th of April, and have been in poor health since I left Cuba in September with the 8th Regiment, O. V. I., (of which I was a member), I have not been interested in distributing as much as I would like to be. I would like to know when my yearly subscription to "The Billboard" is up, so that I can subscribe for it again. I could not do without it. I only received the April, November and December copies last year, but that is no fault of yours. I know you would have been glad to have sent your paper to me while in Cuba, and reading it would have helped to pass many a weary hour there for me, and perhaps I could have done some distributing for some of our world-wide advertisers. I noticed several sign-boards alongside of the drug stores, painted in Spanish letters, advertising Mellin's Food (as I could tell by their trademark.) It sort of cheered me up to see an American firm's name in a foreign country. Of course I do not know whether the firm put up the advertisements, or the proprietor of the drug store, but I know they were there in Santiago, and in good shape, too.

Please let me know as soon as possible about my subscription, and oblige, yours respectfully,

FRED. A. SCHUCH.

# THE BILLBOARD.

PUBLISHED MONTHLY AT

127 East Eighth Street, Cincinnati, O., U. S. A.

Address all communications

For the editorial or business departments to

THE BILLBOARD PUBLISHING CO.

Subscription, \$1.00 Per Year, In Advance.

## ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Bretano's, 17 Avenue de l'Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co. The editor cannot undertake to return unsolicited manuscripts; correspondents should keep copy.

When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

Entered as Second-Class Matter at Post Office at Cincinnati, Ohio.

MARCH, 1899.

Advertics is grounded in Metaphysics. This assertion in the minds of some scientists will be tantamount to a damaging admission. The painstaking naturalist and the exact physicist speak with impatience, of a science that deals with matters which can not be seen, touched, tasted, smelled or heard.

There is some little ground, moreover, for their ill-disguised contempt. The phrase has been abused. Discredit has been brought upon it, not by metaphysicians but by pretenders. It has been made to father all kinds of folly, much unattainable speculation, and wild impossible inquiry. It has become quite the fashion to sneer at Metaphysics among that wide and ever increasing class of superficial people who read, but without thinking.

For all that, though, Metaphysics are not exploded by any means, and despite popular apprehension, the science is one of the most certain departments of human knowledge.

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Dr. McCosh, one of the most eminent and powerful thinkers of the times, even goes so far as to rank it close to Logic, a science almost as exact as Mathematics. He says: "I cherish the conviction that it (Metaphysics) may be made as clear and satisfactory as Logic." And so it is, at least in one aspect—its principles, which are fundamental. The odium, contumely and obloquy that has been hurled at it and heaped upon it, has in truth but served to strengthen its battlements, for it has restricted it to a field which is entirely and palpably open to human investigation. Let it be clearly understood, therefore, that whenever we refer to Metaphysics we mean the science of the intuitions of the mind, or fundamental beliefs.

It must not be understood that the field of Advertics in any manner merges into that of Metaphysics. On

the contrary, it is virgin, clearly defined and all its own.

All science, though, has occasion, sooner or later, to revert to first principles, and Advertics is no exception to the rule.

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We have said that Advertics is the science of Disseminative Incentive. The matter about which it is engaged is intelligence. Intelligence as here used does not always signify acquired information nor inculcated knowledge. It may be, and quite frequently is, a priori; as, for instance, in the first cry of a babe. In this sense it may be said to be innate, that is prior to experience. It is intelligence none the less, for it is intelligible to the mother, nurse and attendants. Furthermore, it possesses incentive. If you doubt it note the alacrity with which the mother responds to it. It is important that this definition of intelligence be firmly fixed in the mind, for it is used thus specifically throughout this treatise.

It is ever to be distinguished from gathered experience, in the shape of pure knowledge, which may affect the cognitive faculties alone, while intelligence is to be understood as going further, and affecting the motive powers; that is to say, it stirs up feeling, incites volition, prods the will, and prompts determination and stirs up action.

Incentive is an attribute of intelligence.

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We are also indebted to Metaphysics for a clear enunciation of the law of cause and effect, viz.: "Everything that begins to be has a cause;" and for proving that the conviction is inherent. The reverse of the law is established fully as firmly, viz.: "Every cause has an effect." We also owe to it the establishment of the fact that the will is free—free to act as it pleases. It is a power in the mind which chooses, and is conscious when it chooses that it might choose otherwise. This is a primitive truth—a truth that may be expressed in words, and is so expressed when it is said that "the mind has in itself the power of choice." It is obviously true that the choice may be influenced by a second will acting upon the first, but it is the office of the psychologist to determine just what is involved in this. It may only be done by an appeal to self-consciousness, as an agent of observation. But of this we will have more to say later on.

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But the most important truth in Advertics which the science of Metaphysics establishes is that "the mind begins its voluntary acts with knowledge." That is to say, we first know things or facts (not abstract or general), and it is upon these things thus known that our thinking powers pro-

ceed. This proves the unit of thought is not, as commonly represented, judgment, but cognition of things, on which judgments may be formed.

The foregoing laws are fundamental truths. They are fundamental in that other truths are built upon them.

In Advertics they are maxims—self-evident propositions—and like the axioms in geometry, form the base upon which the superstructure is reared. We assume them to be true because Metaphysics has established their verity. We might consume time and space by unfolding their truth in this work, but it would be a work of supererogation.

Any one who doubts their innate truth can satisfy himself of their authenticity by recourse to the works of any of our latter-day Metaphysicians.

## Special Rates in New York and Brooklyn.

The letters appearing in Profitable Advertising and "The Billboard" recently, in regard to bill posters' rates, reminds me that the association imposes no limit to the price a bill poster may charge, in evidence of which I will state that the Brooklyn bill posters charge 25 cents a sheet per week, or \$1 a week for four weeks, for space on their special bridge locations.

The New York bill posters charge from 10 cents to 50 cents per sheet for their special locations along the "L" roads, along the bridge, near the ferries, and on Broadway.

And only recently, the Boston bill poster has notified advertisers that rates on a large number of his boards will be at special price, ranging from 10 cents to 25 cents per sheet per week.

Mr. O'Mealia, the President of the Bill Posters' Association, is also owner of the Hackensack Bill Posting Co., a town of 6,000 population, and he charges 3 cents per week for posting in that town, just the same as he charges in Jersey City, a city of 200,000 population and over.

From this it would seem that it is not necessary for the association, as a body, to take any action on the score of increasing rates.

The "L" roads in Brooklyn, New York and Chicago all carry posters on their platforms, ranging in size from a one-sheet to a three-sheet, and their prices range from two to five dollars per sheet per month. Of course the people connected with the "L" roads claim that this is not bill posting, in the ordinary acceptance of the term, which is very true in a certain sense. But the fact of the matter is that they get this price because they furnish locations that the regular bill posters can not furnish at the regular bill posters' rates.

The question as to whether the service is worth the extra cost is very easily answered, as otherwise it would not find buyers.

There is a bill poster in New York who makes a specialty of two-sheet boards on grocery and drug stores throughout the Metropolitan district; some grocery stores having from a half dozen to a dozen boards, and the charge for this bill posting ranges from \$6 per sheet a year up.

I mention these matters, not because they are unknown to the bill posters at large, but because there are a great many advertisers who are unacquainted with these facts, and who sometimes consider even 12 cents per month a high price for bill posting.

W. C. Tirrill has patented a bill poster's paste brush which is made of aluminum and a new kind of bristles. This brush is said to be as strong as iron and yet it weighs less than the ordinary brush. Mr. Tirrill declares that it will outlast three of the kind of brushes in use to-day.

## Side Talks With Publishers.

ERNEST F. BIRMINGHAM.—Do not worry over the ever-increasing number of advertising papers. You will not mend matters thereby. If you look at the matter philosophically it will enable you to recover your habitual cheerfulness. If philosophy fails you think of Rowell—how it must jar him.

FRANK A. MUNSEY.—You certainly surprise us. So it was all a bluff after all. Well, well, well! And it sounded so real. How about the other assertion, that a ten cent magazine could be run at a profit without a line of paid advertising? Was that a bluff, too?

W. H. GANNETT.—The rule varies. Some publishers multiply the actual by five, others by six, and so on up to sixty. We really see no reason why you should not follow your inclination in the matter. It is only a trifling affair, after all.

I. CHAS. AUSTIN.—No Criticisms is not such a helluva paper, but it might be worse. Did you ever see Artie Ward's Fame? Get a copy, look it over, and you will not feel so bad over the matter.

CYRUS K. CURTIS.—We are very sorry to hear of his illness, and feel as you do that it would be difficult to replace him. Have you tried Lydia Pinkham's Compound?

W. R. HEARST.—You can't work us for any more free advertising. We did not mind handing you a bunch of jolly now and then, while you were using posters; but things are different now. No posters—no jolly. And that goes.

STEVE O'MEARA.—Yes, we have heard of this man Rowell. It was he, was it not, who coined the phrase, "Printer's Ink makes Publishers Stink," or words to that effect? No, no, no! We would not do that. Y or A, what does it signify? Nobody really cares. We would advise you not to try coin. He dearly loves a swap, though.

## Want of Spring Trade.

You are hoping that spring trade will be better than last year. Are you doing anything to make it better? The conditions in general warrant the purchase of a better stock, the carrying of large assortments, and prices indicate that people will use better qualities. When there is general demand it is easy to sell the goods—if you have them. When you have them it is easy to interest the people—if they know it. Are you preparing to tell them of your superior stock? Since business bids fair to be better, you should make your advertising better. Make the people understand that when they come to your store they are going to have the best stock to choose from, the best inducements to buy and the most careful interest on your part and the part of your employees, to give them the best the market affords for the amount they have to spend. When you have the prospective customer convinced of all these things, be careful that you do not disappoint that customer.—Advertising World.

A traveller's tale on his return from California, tells of the eccentricity of the American advertiser. As he was riding down a steep and dangerous hill he saw a board on which was conspicuously displayed the following startling query: "How would you like to have a broken neck and a dirty shirt on? Go to the Pioneer Laundry.—Publicity, London, England.

The people who are most responsive to advertising and upon whom the success of most advertising depends, are the common people—the great middle classes—who in the aggregate have far more money to spend than that possessed by a comparatively small number of wealthy purchasers. Every intelligent advertiser of a popular article seeks patronage of common, ordinary, every-day people.—Printers' Ink.

We can not resist the impression that general inaccuracy in news matter is a real disadvantage to advertisers using the columns of the newspaper that is inaccurate. Public confidence in a public journal's statements of fact certainly makes trade announcements in that journal more valuable. It puts them in good company at once.

Now there are two one-cent papers in New York, each publishing an evening as well as morning issue. In circulation these papers outrank all others, but they are not liable to secure even the same rates. This is not because they are one-cent papers, for they reach the comfortable middle classes to which the great advertiser must appeal. It is because they have cultivated sensationalism so long that nobody can believe what is seen in their columns, because it is seen there. The ads are in bad company.—Fame.





BARNUM PAPER — Season of 1873.

N. A. M. N. C.

A New Organization of Newspaper Men.

Windy Boys in the Windy City—The Initials Do Not Stand for Notorious Anatomias' Mendacious Newspaper Crowd.

Last fall, in Detroit, was organized the National Association of Managers of Newspaper Circulation, with the following officers:

President, W. H. Gillespie, Detroit Free Press; Vice-President, Bruce Haldeman, Louisville Courier Journal; Secretary, J. L. Boeshans, Ohio State Journal; Treasurer, F. L. Thresher, Minneapolis Journal.

The officers have been active and zealous in their work, and the association now numbers nearly, if not quite, four hundred members. The association will hold its first annual convention in Chicago, June 6th next.

The members of the organization, its rapid growth, and particularly its surprising and unexpected advent, aptly illustrates the rapid strides which newspaper management is making to-day.

A decade ago if the term meant anything it stood merely for a man in

charge of a few clerks, and these latter, with the subscription books, dealers' lists and carriers, were vaguely referred to as the circulation department.

There is nothing vague about their station today, though, unless it be their figures. They are specialists. They are sharp, shrewd and quick-witted. They earn large salaries. Upon them more than all others depends the success of the paper.

The advertising manager is no longer "it." The circulation manager has supplanted him, and now occupies the highest seat on the throne.

How did he win this proud position? He did it with his little affidavit.

In all seriousness, though, the N. A. M. N. C. can be made a good thing. We learn that its object is: (1) To advance the best interests of the departments of the newspapers which its members represent; (2) To assist its members; (3) To more thoroughly dignify the office which they hold; (4) The interchange of ideas; (5) Promotion of good-fellowship; and (6) The correction of innumerable and expensive abuses and practices.

We would advise that the members content themselves with the first five divisions of their outlined effort, at least while the association is young and tender. There is danger in No. 6—whole great big chunks of it. When

they tackle that problem, even though the association has gathered unto itself the accumulated strength and vigor of years, it is liable to emerge from the fracas in a badly battered and dam-damaged condition.

"When Greek meets Greek, then comes the tug of war." The N. A. M. N. C. will doubtless get along very nicely, so long as the members congregate for the sole purpose of laughing, quaffing, and handing each other bunches of "con." but the moment they undertake to "correct abuses and practices" that very moment their association will strike a rock, and split up as effectually, violently and numerously as a log raft pushed by a booming freshet.

The suggestion that the official seal of the order be a portrait of Rowell, the great leucoclast, surrounded by the motto, "Honi soit qui mal y pense," we understand, has not been favorably received.

The fair at Rochester, N. H., was started twenty-five years ago. At that time seventy men paid in a dollar each, and for this sum a fair was gotten up. A track was hired, and the venture proved successful. Under the direction of Captain A. W. Hayes, the fair prospered and soon became one of the most notable in the country. Since the original subscription of \$70 the association has purchased and now owns grounds valued at \$75,000, and over \$8,000 in dividends has been paid.

THEN AND NOW.

Posters in '73 contrasted with those of to-day.

Two highly interesting photographs which we are able to reproduce through the kindness of O. P. Fairchild of Covington, Ky.

On this page we print two photographs. One was taken twenty-six years ago. It shows the small, crude posters which in that day were considered marvels. It will be noticed that it is Barnum paper that is on the board, and it is worthy of note that in 1873 Barnum electrified and astounded the West with his mammoth, lavish and prodigal display of posters.

Barnum's was the biggest show on earth, and used the biggest paper on earth and—think of it—a nine-sheet was the largest poster that had ever been made.

See the changes wrought in a quarter of a century in the accompanying photograph we print. It bears the paper of a theatrical attraction, and it is forty sheets long and four sheets high. It has in all one hundred and sixty sheets of paper on it, only sixteen of which (the streamers) are duplicated.

One can not photograph a board bearing a full complement of paper used by a modern circus, even of moderate size. It is so large, varied, and there are so many varied designs, that even if a board were built to hold it, the perspective of the far end would be so diminutive as to be indistinguishable.

This old time photograph is still the property of honest, sturdy Oliver Fairchild, and he values it as he would virgin gold. Well he may, too, for it is probably the only one of a bill board of that early date which is now in existence.



MODERN BILLING. — 102 SHEETS WITHOUT A DUPLICATE.



Sign Painting in all its Branches.

Forming Letters.

CHAPTER V.

Sign writers, as a rule, invent names for peculiar forms of letters of their own make, while the letters in general use go under the names of Roman, Gothic and Block. What the sign painter calls Block letters, the type-maker and printer call Gothic; what the sign painter calls Gothic, the printer calls Condensed Gothic; and what is known to the sign painter as wide block, the printer knows as extended Gothic. All letters whose lines are heavy, and of about the same width throughout, without extensions at top or bottom, are Gothic with the printer. When there are extensions at the top and bottom, they are called Antique. Hence, as the sign painter has no regular names for letters and styles he uses, we will not try to designate them by names, any more than by what is generally understood by the craft—bearing in mind that the bulletin sign painter is always on the lookout for style and styles of letters that are easily and quickly made. Something that is showy, but easily read, that gives the attractive force to his work which is demanded by advertisers.

Gothic letters, either wide or narrow, are mostly used by sign painters. Each individual preserves his individuality in the variation of the formation of the different styles of letters according to his ideas, taste, or artistic ability.

In this chapter, we shall deal with changing the same alphabet into different forms. Let us take the plain Block, or Gothic, as shown by illustration. We take it for granted that the learner has already acquired facility enough with the brush to make a complete, plain, Gothic alphabet. If not, he should proceed to learn to make it at once. One thing to be avoided in making this

extensions, etc., the letters O and Q and the character & are seldom changed except as to width, without there is a radical departure from the original form.

A line of letters may be given a different look by simply lengthening into scrolls, one or more bars of certain letters in the line. The letters of the alphabet usually treated thus are C, H, G, K, L, M, N, R, S, V, W and Y. When one or more of these letters occur in a word or line of lettering, the bars may be lengthened into scrolls, which, if done right, gives the "tout ensemble" of the sign an improved appearance. In doing this, choose such a letter, when scrolled, the scroll part will fill some vacant place in the sign. Follow the rule: "What is done to one part of a letter, should be done to the corresponding parts of all the letters in the line," and you will have no trouble in making any changes you desire.

Often the learner comes across a handsome small design for a sign which he would like to have in larger form. To reproduce it in larger size, we call your attention to the system known to artists as the squaring off method. This consists in drawing a lot of squares of uniform size on the copy to be enlarged and the same number of squares on the surface on which the drawing is to appear, only larger, then, drawing what is seen in a small square on the corresponding large square. So, continuing until completed. There is an instrument called the metrescope—a glass plate divided into small squares, which is laid on the picture. In lieu of this, draw one-eighth inch squares on the design to be copied as shown by the accompanying cut. We will assume that you are copying a letter one inch high, and you wish to make the reproduction eight inches high. As the small letter is 8 squares of one-eighth inch high, the reproduction to be 8 inches must be 8 squares of one inch. If the reproduction is to be 10 inches, then the large squares should be an inch and a quarter. Divide the number of inches high you wish the reproduction to be by the number of squares in height the small design is and it will give you the size in inches and fractions the large squares are to be. Begin at the left upper corner of both and number to the right and down so as to avoid confusion. You may begin with any square. Take the ninth square and trace down until you meet the ninth square running across. In the same way, get the corresponding square in the large design, and draw exactly what you see in the small ninth square

# BROWN

Notes.

As a general thing, sign painters are more particular about the choice of material than any other class of painters. One of the chief requisites of a paint for sign painting is, it should flow easily and evenly. Another is, it should cover well; and another is, it should be strong in color; that is, it should, in trade parlance, hold its color. If it be a yellow, it should be a permanent yellow; a blue, a permanent blue. A paint that will not change in hue or tint is what the sign painter wants. Another requisite is, it should last and be within reach of price. As to the whites, Carter's "Diamond" brand of white lead comes nearer filling the above requirements than any other lead with which the writer is acquainted. I expect I have tested them nearly all in some way or other. As lead is the base of nearly all the colors that the modern sign painter uses, it is important that it should be of a first-class quality. All painters of experience know there is a vast difference in different brands of lead in reference to holding or showing the different tints. It is often noticed that the same color, when mixed with different brands of lead, will change or fade much sooner in some brands than in others. Having tested the "Diamond" lead in this respect, the writer has found that it passes this valuable characteristic to a marked degree. This alone should recommend it for the use of sign painters, but it has another special characteristic, that of whiteness which is emphasized to a greater degree than any brand of "old process" lead. For painting on glass a very white paint is always required. Flake white is generally used. Flake white is expensive, while "Diamond" lead is of the same price as other, and is nearly, if not quite, as white, as flake white. A sign painter once said to me: "I never use white

there are some lines of business which require other signs in addition to these, such as blackboards on which to display prices, and bulletins on which to make announcements of special bargains and other matters of particular interest to buyers. No wide-awake merchant will undertake to do without signs of this class, no matter how small his town or how sure he may be that his trade will come to him anyway.

This brings to me the statement of a certain country merchant. Two years ago I called at his store for the purpose of examining his references with a view to establishing a line of credit for him. He did not have a sign on his building or any of his show windows, and there was nothing about the premises to indicate whether John Smith or Bill Jones conducted the establishment, or whether dry goods, groceries, drugs, or other articles were for sale on the inside. I called his attention to the matter, and he promptly replied that people who wanted signs could have them, but that he had no use for them. He further added that his trade was bound to come to him and that he had quite as many customers without signs as he could get with them. A few months later the store of his old competitor was bought by a young man from a neighboring town, who promptly displayed numerous and attractive signs. By the reports of the commercial agency I noticed last week that this man who was so sure of his trade and could hold all of his customers without signs, had failed and had lost his entire stock of goods under chattel mortgage. Evidently he was not able to hold his trade without signs, and he did not appreciate that he was losing his customers until it was too late to get them back. My honest opinion is that if he had displayed proper signs on his buildings and on his goods, he would still be conducting a profitable business.

Neat cardboard signs made with stencils or with marking-pot and brush are valuable

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alphabet, and, wherein, a great many make a mistake—that is, making all the lines, or bars the same width throughout. Never do this. Always make the horizontal bars a little narrower than the perpendicular ones.

How many different styles of letters may be made from this alphabet by simply changing a line, or part of the letter, is innumerable. When you wish to change the letter into something else, take one letter as an example, then change the corresponding parts of all the letters in the line in the same degree, and to the same corresponding form, as nearly similar as the lines will allow it to be done. We will suppose a letter like that shown by B. N. is desired. Outline the line of letters in the form of the Roman, or rather, every other for narrow and narrow horizontal bars. Observe this line throughout, then change the tops and bottoms of the perpendicular bars as shown by the engraving. Only the ends of the bars are changed. For large letters, a pattern formed like the top or bottom would be suitable. It may be inverted as required. A black letter, bars about equal width, like this, may be made on the same principle. When changing an alphabet, by putting on



into the ninth large square. Do the same, and the first thing you know you will have a correct reproduction, only larger.

A Sign.

Christ Church, on busy Fourth Street in Cincinnati, has put out a sign. It is a good sign. Other churches, instead of cussing and discussing Bishop Potter and the saloon would be much better employed if they followed the example of the pastor of Christ Church. Here is the sign:

.....  
 : The Church is open—warm. :  
 : Come in; rest and pray. :  
 : .....

Christ Church is one of the best in Cincinnati. Its congregation (Episcopal) is largely made up of men and women who move in the highest society. And yet, all week long, the poor man, the tramp and the hobo are welcomed. Strangely enough, the congregation is well pleased with the idea and does not consider that its sanctuary is in any way defiled by the common hordes who at least find rest and warmth for a little space daily within its walls.

We wonder if all churches would not more fully and completely justify their existence and expense of maintenance if they were put to the same use. Be that as it may. We take our hats off to Christ Church—and its pastor.

"We paint any old thing," is the sign hanging in front of a shop in the second-hand district of Ann Street, this city.

"I am not deaf and dumb, but I make signs," is on the letter-heads of J. H. Westfall, of Jamestown, N. Y.

"We are not superstitious, but we believe in signs," adorns the door of a Maiden Lane (New York) sign painter.—Painters' Magazine.

"Empty your purse into your head" is the way a sign over a book-stall on Fourth Avenue, New York, reads.

lead on glass or for fine work; I use "flake white." In this, he only showed his ignorance, for flake white is white lead, only in a purer form than the regular keg-lead, it being the pure carbonate of lead, while the ordinary white lead always contains the hydrate of lead also.

Carter's white lead is made by a process different from the "Dutch method" (the usual way of making white lead), inasmuch as the white lead made by the Carter process is corroded from lead metal, or blue lead, reduced to an impalpable, amorphous powder by means of acetic acid acting on this metal dust, while, by the old process, it is corroded in the same way, but from small ingots, called buckles, which contain a cubic inch of metal in a solid state. The process is different only in the use of the metal. The result is also different, as it is evident that by the "old process" there is some decomposition, or chemical action takes place that gives the corroded lead a yellowish tinge, while by the "new method," this tinge is hardly perceptible. I think the long long exposure to the acetic acid, which the metal has to undergo by the old process is accountable for this.

Store Signs.

(From the Merchants' Journal)

Probably one of the most important helps a merchant can have is to properly display his store and his goods with attractive signs. To be sure, there are some few merchants who succeed without the use of signs on their goods and on their buildings, but they are very few and are the exception. The most successful merchants use signs liberally.

Considering their value, the majority of signs are not expensive. On every well-conducted store should be displayed reasonably large signs giving the name of the proprietor and the kind of goods he handles. These signs need not necessarily be of gilt letters or otherwise expensive, but they should be reasonably large, as neat as possible, and plainly lettered. Fancy lettering is hard to read and frequently overcomes all the good effects of a sign.

Neat signs across the front and over the entrance, together with others on the glass of the show windows, will ordinarily attract as much attention as need be. However,

helps, when put upon goods displayed in show windows. Every merchant should have a set of neat stencil letters, and should make frequent use of them. They do not cost much and they pay for themselves in a few weeks. All enterprising stores use them. If you have not given them a trial, you should do so at once. With the help of these stencil letters and a little ingenuity on your part you can increase your trade very materially. It is much better than newspaper advertising or circulars or printed hand-bills, and it is cheaper.

In making a sign, you should be careful to spell them correctly. Probably your attention was never called to the matter, but it is astonishing to find how many successful business men are unable to spell correctly. Recently I saw a large sign displayed prominently in the show window of the largest clothing firm in Kansas City. This sign was attached to a shirt, and read as follows: "These shirts \$1.27. They are reinforced at front and back." The man who made that sign could not spell "reinforced" or "front." Probably the work was done by some cheap clerk. It would have been better and cheaper to have left the sign off entirely than to have it displayed in such bad spelling.

In another store I noticed a sign on some underwear which read, "Heavy Ribbed Underwear, 50c." The man who made this sign did not know how to spell "ribbed." In Topeka recently I saw a sign in the window of a music dealer which read, "Guitar and Mandolin Strings." This man did not know how to spell "mandolin."

You should have plenty of signs, have them as neat and attractive as possible, be careful to have them properly worded and spelled, and do not let them get old or rusty. As soon as they show badly from age, have them replaced with new ones. You can not invest your money to better advantage, nor can you get advertising of any sort that will pay you as well.—(The Grumbler.)



N. S. P. A.

The National Sign Painters' Convention did not convene. Some twenty or twenty-five prospective members were on hand, most of whom came principally to attend the M. H. P. & D. A. meeting, but some few traveled long distances to join the new association.

Although the gentlemen named in conjunction with some local sign painters made several attempts to get together at the Hotel Emery, they lacked a leader, none of the principals in the movement having come.

The talk was entirely informal, and absolutely nothing was accomplished in the way of organizing.

Most of the gentlemen mentioned above, and quite a number from the Master House Painters' convention, called upon "The Billboard" while in the city. Expressions of regret were quite prevalent, and while most of the delegates left for home in a disappointed frame of mind, all united in expressing the hope that another attempt would be made to float the association.

Some Significant Signs.

A. E. HARRAUGH.

Uriah Ketchum with Isaiah Cheatham hung out a sign implying, "You Ketch'em and I Cheat'em."

Omission of points of abbreviation in the name of A. S. Camp, saddle and harnessmaker, called him A Scamp.

A sign of a wine shop at Pompeii was a pig over the door, doubtless signifying, "Let those entering make themselves—hogs."

Two Irishmen in company approached a guide post indicating, "Pittsburg 56 miles." Mike revered "the cross" and studied the inscription; at last he spoke feelingly, saying, "Jimmy, here lies the dead. It says he was aged 56, and his name was Miles from Pittsburg."

On a certain railway the following notice appears, "Hereafter, when trains moving in opposite directions are approaching each other, conductors and engineers will be required to bring their respective trains to a dead halt before the point of meeting, and be very careful not to proceed until each train has passed the other."

"Eating nuts is positively forbidden," was a notice in railway coaches built by Eaton, Gilbert & Co. Some passengers when called to account for transgressing the rule, a bold one replied, "I have considered it a courtesy of the managers to permit not only, but to command the eating of anything desirable. See that (pointing to door-plate) it says, 'Eat on Gilbert and company.' My name is Gilbert, my friends are company, and where is harm in the face of your forbid when we were told to eat on?"

The practicability of an experiment is shown by some posters of "Doc," Beeman of chewing gum fame, representing himself in Indian file. To see yourself any times, stand with a mirror, one before, the other behind you. Proper adjustment of the glasses which should be rather large and clear will lengthen the line. Hold a lighted candle or lamp midway between glasses, you will see something in both nearly similar to a torchlight procession. How many lights in a single glass can our readers count? Why does the receding line always have a downcast curve?

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A large stone with an inscription like this has been turned up lately—(G A pytytu,as) has been turned up, evidently a monument of a barnyard genius. It was supposed to be of a great antiquity. A college professor of languages failed to decipher its meaning. The wise men shook their heads. Was the stone pre-historic? Had Julius Caesar, after crossing the Rubicon, on his invasion of Britain discovered America prior to all discoveries and left this tablet as a testimony of triumph? While thus their conjectures ran, a clear-headed rustic who could "see through a ladder," exclaimed, "Well, now, you fellows; can't you see what that stone says? It is 'for cattle to rub their tails against.'"

Some of the most effective signs that are made nowadays are those in which raised gold letters are used against a white background. A sign of this kind over the door of a Broadway restaurant is lettered in an old-style Italic, such as one finds in very old books, and is particularly effective. Another nearby sign has a narrow line of black around the gold letters, which separates them boldly from the background, though the effect is not quite so delicate. Green, with raised gold or aluminum letters is another favorite combination with sign painters nowadays. I wonder some of them do not try violet and white instead of the blue and white which is so often used. Perhaps they are so conscientious that they believe that the violet is so fleeting that it will not give good value to their customers. But as the chief mission of a sign is its advertising purpose, and as this is enhanced by frequent repainting and changing, it might be well for them to suggest some of these fleeting, yet effective combinations, telling their customers at the time that they will not guarantee the permanence, but that they will be responsible for the effectiveness of such a sign. Raised gold letters against a violet background would make a specially showy sign. Why not try it?—The "Painters' Magazine."

Raised ornamental designs, letters, etc., are produced upon walls, vases, furniture, etc., says a contemporary, by forcing plastic clay or cement from the nozzle of a new decorating tool, which has a reservoir for the clay and a screw piston at the rear to force the material through a flexible hose to the nozzle in the hand of the artist.—Exchange.

"The old sign, 'If you don't see what you want, ask for it,' would be out of place in a modern department store."  
Husband—"Yes. Now it ought to be, 'If you see what you don't want, buy it.'"  
—Life.

Catch Phrases.

The Advertising World, published monthly by Chas. W. Harper, of Columbus, O., at 35 cents per year, publishes a column of catch phrases, which, alone is worth a dollar a month to the sign writer who has a trade in window cards. Here is the grist for January:

Size up the stock.  
For beauty's sake.  
Ladies' necessities.  
Better each season.  
All articles of merit.  
No fuss and feathers.  
Busy now—don't wait.  
Prepared for the cold.  
We know—that's why.  
A reasonable symptom.  
Dollars become elastic.  
For that chilly feeling.  
An approachable price.  
Novelties in wearables.  
Figure fitting garments.  
Perfection in overcoats.  
The easy shopping store.  
Your wants our concern.  
Health makes fair faces.  
Worthy because made so.  
Tailor-made, and show it.  
Genius of merchandising.  
Whole families trade here.  
You'll profit by proving this.  
Broken lots at broken prices.  
Nearing the perfection point.  
Unequaled because the best.  
Short stories of strong values.  
Proven sterling by every test.  
"Unbeatable" combinations.  
Quick picking—high picking.  
Short prices reach tail values.  
Values that pass all precedent.  
Opportunity rings at your door.  
Ideals turned into possibilities.  
Not expensive, but experienced.  
A dainty nibble for food lovers.  
Enough for all—but come early.  
Be watchful—be wise—be early.  
Respect-deserving merchandise.  
Money savers for money earners.  
Test the matter—save the dollars.  
Pretty petticoats at pretty prices.  
A popular article at a popular price.  
Price pickings for particular people.  
Price lowness and quality highness.  
Step lively if you want first choice.  
Pass it on—let neighbor tell neighbor.  
The attractions of our store invite you.  
Prices down to economy's foundation.  
Big value a sure basis for big business.  
Gathered from all quarters—sold here.  
A saving without a risk is a gold mine.  
The goods you want at the wanted price.  
We make the clothes—you make the terms.  
Prices scaled below your lowest guess.  
True economy lies in buying good things.  
The bigger the promise the better we keep it.  
An antidote for a season's discomfort.  
Popular because made right and sold right.  
Real worth saves dollars and makes satisfaction.  
A thoughtful expenditure is the wisest economy.  
Shoddy goods would not stand what these will stand.  
Thoughtful people want the best. Dealing here they get it.  
Worth what it is marked, and marked what it is worth.  
Every taste and every purse finds satisfaction here.  
Why shouldn't beauty hold precedence over commonplace tameness.  
The more exacting the fashion the more certain you are to find it here.

Sign painters should always bear in mind the ever important fact that a bulletin is an advertisement. It is not painted for the purpose of displaying your ingenuity but to display the advertiser's offer or inducement. Make it do this and you make a good bulletin.

Here is a sample of the rot that some of our trade papers are putting out:  
"An attractive sign may be painted by country merchants, who are so located as to be beyond the reach of professional painters, at a merely nominal cost. First, prepare the sign board by giving it two good coats of the color in which it is desired to have the lettering appear. When this has thoroughly dried, have letters of oiled paper cut of proper size and style, using a pair of sharp scissors for the purpose, and paste them securely in their proper positions on the board. Then treat the whole to two heavy coats of a different colored paint, and the thing is done. When the last application of paint is dry enough, remove the oil paper by dissolving the paste with water—and hang your banner on the outer wall."—N. O. Trade Index.

And now it's road signs. Here is an aesthetic wall that comes all the way from Summerland, Cal., viz.:

"There is much favorable comment on the Advance-Courier's article in regard to the sign painting nuisance that now decorates our public roads. If a few public-spirited citizens were to take this matter in hand and interview property owners, we have no doubt but that this disgraceful disfigurement of the rural landscape could be effectually put a stop to by personally soliciting property owners to forbid the use of their fences and out-houses to business firms who are in the habit of advertising in this manner.

A sign which was productive of much discussion was read by the patrons of a small laundry establishment in a Massachusetts town. It was printed in large letters on a piece of brown paper, and pinned to the door of the shop. It ran thus:

"Closed on account of sickness till next Monday, or possibly Wednesday. I am not expected to live. Shall be unable to deliver goods for at least a week in any case."

We clip the following paragraph from a brochure issued by the Scioto Sign Co.:

"It is accepted as a maxim that only constant, persistent advertising pays. The stream that is navigable or furnishes power only 'once in a while' attracts no large cities to its banks. Periodic, spasmodic advertising may be better than none, may turn the wheels of business 'once in a while,' but it does not attract large or permanent trade."

A Word About Knockers.

In a recent issue of a so-called "up-to-date" sheet occasionally published at Cleveland, O., I noticed a few paragraphs devoted to (as the author termed them) "knockers." I have heard of such a word several times in years past, but can not find it in any dictionary, at this writing. Heading this expression of the author's feelings regarding "knockers" was an engraving, or rather a rude cut, probably intended for an engraving, and judging from which one would at first form the opinion that it was intended to picture an honest distributor braining a dishonest one.

But, on going further into the matter and reading the article—which, by the way, was the work of Mr. Molton, of the above-named city (this for the benefit of those who have never heard of him)—I learned that the cut was intended to portray just the opposite to the opinion formed by those who have chanced to see it, and that it was one of those "unprincipled distributors whose business is gradually decreasing and licensed distributors who hold the opinion that advertisers should come to them, regardless of price and service," who was braining (or "knocking," as Mr. Molton would have it) an honest (?) distributor. Mr. Molton will kindly pardon me, but I can not help but doubt the honesty of the distributor who lays at the feet of the "knocker," every time I look at that cut, it reminding me very much of the modern guaranteed service of the I. A. of D. overpowering that of the old-time unreliable happy-go-lucky distributor, who had no reputation at stake and cared less for one, who was always ready to present a bill for work, which he had probably never seen done.

Speaking of work being paid for by the patron, when it was never seen distributed, reminds me of several experiences I have had in the past few years. Before proceeding further, I will say that, as is well known among distributors, the price for house-to-house distributing must necessarily vary considerably, the price for one's work depending on the territory he has to cover with same. For example, there is no more profit in our rate for distributing in Muncie, Ind., than in Indianapolis, although the price is twenty-five cents more per thousand in the first than the last-named city. Indianapolis is built up quite differently from most cities of similar size, the dwellings, with few exceptions, occupying an entire lot, and the houses setting back from ten to a hundred feet from the sidewalks. Working this territory is quite different from that in cities where the dwellings are built very close together and front on the sidewalks, as is the case with most dwellings in large cities.

During November, 1897, Mr. Molton wrote me, asking my price for distributing 23,000 circulars in this city. I promptly replied that I would distribute the matter at \$1.75 per thousand. Mr. Molton then tried to influence me to do the work for \$1.50 per thousand, and allow him 10 per cent. commission out of same. I again replied that this was out of the question, and that my price was little enough for good honest work in this city. He then informed me that I must either agree to his demands, or he would get another representative in this city, but that he would place that one order with me, so it had to be distributed at once. After this deal had been completed, Mr. Molton informed me that he was open to others for propositions to represent him in Indianapolis, as he believed in encouraging competition in all cities. I at once severed all relations and

correspondence with him in this city. Just one year later, November, 1898, Mr. Molton succeeded in obtaining and placing another contract in this city, this time 29,000 booklets for the John Morrow Co., Springfield, O. The booklet was a very neat little affair, small enough to be placed inside of rully nine out of every ten dwellings, a fact which my employes plainly demonstrated later on. These 29,000 booklets were distributed here by some one; whom, we do not know. The work was not at all badly done; nor was it well done—only fairly done, all the books being placed between the door and casing above the knob. We approve of the latter manner or placing of house matter, when it can not be placed inside the house. Our men must exert every effort to place matter inside the houses and when it is found impossible, then, and only then, do we resort to placing it in the casings. Mr. Molton claims that the booklets he had distributed here were not put under the doors on account of the weather strips, which prevented the matter from getting entirely under the doors. This, when winter had not yet made its appearance, early last November; yet, during the recent extreme cold weather, early this present month, I distributed 35,000 "Kid-ne-oid" booklets for John Morrow & Co., these booklets being exactly like the 29,000 which Molton had distributed here just a few months before, and fully eight of every ten of my 35,000 were placed inside the houses. The Morrow Co. paid me my price, \$1.75 per thousand, and also gave me their window displays and placing of banners for both Indianapolis and Muncie, our bill against them amounting to \$94.60. Every cent of this amount was well earned, as the work was all done while the thermometer ranged from 5 to 20 below zero.

If Mr. Molton's work was as well done as he claims it was, we can not see what motive Messrs. Morrow & Co. would have in changing their contracts. Why did they give me their work in both cities, taking same out of Mr. Molton's hands, when my price was higher than his? The reader can not help but confess that it looks a bit shady for Molton's "National" (?) service, yet Mr. Molton claims that "knockers" were the cause of it all. Our work for Morrow & Co. has resulted in great sales for "Kid-ne-oids," several of our local jobbers being entirely out of same and ordering more to-day.

In his publication, under date of November, 1897, now before me, I notice Mr. Molton's statement that his men, working in Cleveland, can not average over 800 pieces per day to the man and yet he does this work for \$1.50 per thousand; thus one of his "hustling, faithful distributors" gets out but \$1.25 worth of work per day for his employer. Will some of my readers kindly figure out to me what Mr. Molton pays his "hustling, faithful distributors" per day; also, how he employs inspectors, pays livery bills, office rent, stenographer's salary, living expenses and buys those "long linen dusters with the ads. on the backs," which he says he compels his men to wear while on duty? I am not positive, but I believe I once heard Mr. Molton state that he paid his distributors \$1.25 per day; if such is a fact, or if he only pays them \$1 per day, which is fair wages for a good distributor, I can not see where he profits on his work. Seems to me that there is a "screw loose" somewhere. Mr. Molton also states, in connection with the above, that his same "hustling, faithful distributor" could average 1,200 pieces per day in New York City, Philadelphia or Boston. If any of my readers have ever personally worked in any of the above-named cities they can give Mr. Molton information that will be news to him regarding the number of pieces one can distribute in those cities. It is the opinion of the writer, as well as many others, that Mr. Molton has too many "irons in the fire;" more than is safe to handle in his line of business. No wonder he can control but a portion of the business that comes to his city. I have spent fourteen years of my life as an advertiser, ten years of this time in the distributing business in this city, and to-day control about all the work in my line that is done in my territory. I have no competition, for the very good reason that there is no need of any; the advertisers, without exception, willingly pay my price, and have no desire to test another service, at any price. Why should an advertiser receiving the very best possible service desire to make a change. It is the service he very reasonable price, he is content. He does not care to experiment, when he is already sure of what he is getting. I would advise Mr. Molton to personally shoulder a sack and cover some of the territory he is attempting to contract for and he will then be in a better position to talk "National" contract and to properly fulfil same.

Mr. Molton encourages competition; says it is a good thing, and that it tends to better the service. How does it better the service? On the contrary, it injures the service. What is the result of a town or city with two distributors constantly at war with each other? Will they not make every effort to get the business, regardless of price and terms? What then will be the result? Inferior service, to be sure. And the cause? Competition! And yet Mr. Molton thinks it a good thing. And the reason for Mr. Molton's argument, is that through trying to handle too many "irons," as before stated, he has failed in obtaining complete control of his own city and the result is, he is in a good position to preach "competition" to those who will listen to and put faith in his teachings.

I will now leave it to the judgment of my case. During my ten years in this business I have never heard a single complaint against readers as to who is the "knocker" in this my work, nor have I lost one contract, but have scores of letters commending my service.

With many thanks to the editor of this journal and kindest regards to friends, I beg to remain, respectfully,

GEO. W. VANSYCKLE.

# Billposters' DIRECTORY.

Revised and corrected every month.

Names and addresses of billposters are inserted in the directory at the rate of one dollar per year—twelve months—provided they do not occupy over one line.

## ALABAMA.

Clayton—Valentine Bros.  
Greensboro—D. W. Taylor.  
Montgomery—Mrs. Geo. Tisdale.  
Montgomery—G. F. McDonald.  
Sheffield—H. B. Elmore.

## ARKANSAS.

Arkadelphia—Myal Greene.  
Marianna—J. H. Grove, City Bill Poster.  
Monticello—E. M. Gardner, Bill Poster.  
Morrilton—Ed. N. Walsh.  
Newport—John Claridge.  
Pine Bluff—Chas. Scnyard.  
Stuttgart—Collier & Kleiner.  
Texarkana—Lemly Bros.

## CALIFORNIA.

Bakersfield—E. R. Crain.  
El Paso de Roble—Harry Gear.  
Eureka—Eureka Bill Posting Co.  
Los Angeles—Wilshire Posting Co.  
Madera—P. L. Grace.  
Modesto—Wm. E. Daunt.  
Monterey—Chas. F. Clenford.  
Oroville—John R. Widener.  
Red Bluff—W. D. Crancall.  
Redwood City—George West.  
Salinas City—O. H. Bullene.  
Santa Barbara—W. J. Stafford, 116 De la Guerra street.  
San Francisco—Owens & Varney, cor. Market and 10th streets.  
San Francisco—Sicbe & Green, 11th and Market streets.  
San Diego—San Diego Bill Posting Co., Fred. F. Stultz, Manager.  
Santa Cruz—L. A. Daniels.  
Santa Maria—Geo. W. Brown.  
Truckee—A. H. Prentiss.  
Vallejo—M. D. Neild.  
Woodland—Ditz & Glendinning.

## COLORADO.

Aspen—John B. Ledou, L. Box 395.  
Colorado Springs—The Curran Co., care Elk Hotel.  
Cripple Creek and Victor—Quinn Bill Posting Co.  
Denver—The Colorado Bill Posting Co.  
Denver—The Curran Co., 17th and Larimer streets.  
Fort Collins—Fort Collins Bill Posting and Distributing Co.  
Pueblo—The Curran Co., 114 Santa Fe Ave.  
Salida—C. G. Gillum, Bill Poster.

## CONNECTICUT.

Danbury—Fred. A. Shear.  
Norwalk and South Norwalk—Harry B. Bussing, City Bill Poster.  
Putnam—L. M. Keith.

## DELAWARE.

Seaford—S. P. Fields.

## FLORIDA.

Fernandina—J. B. Gordon Hall.  
Lake City—Lewis F. Thompson.

## GEORGIA.

Athens—H. J. Rowe.  
Augusta—C. R. Rowland, City Bill Poster.  
Carrollton—Kuns & Perry.  
Eatonton—W. T. Reid, Jr.  
Madison—Len. C. Baldwin.  
Newnan—E. H. Bowman Co.  
Savannah—Chas. Bernard, Licensed City Bill Poster.

## IDAHO.

Lewiston—Alney C. Elliott.  
Pocatello—Geo. Desh, Box 272.  
Wallace—Ed. R. Carlton.  
Weiser—W. W. Cowins.

## ILLINOIS.

Atlanta—Theo. Williams.  
Auburn—Jas. A. Roberts.  
Belleville—L. E. Tiemann, Bill Poster and Distributor, 508 S. High street.  
Belvidere—Fred. Wiffin.  
Cairo—Gus Osterloh, City Bill Poster.  
Carbondale—J. B. Toler.  
Centralia—Joseph E. Heffer.  
Chicago—Chicago Bill Posting Co.  
Clinton—J. H. Savelly & Co., City Bill Posters and Distributors.  
Elgin—Fred. W. Jencks.  
Farmer City—W. S. Young.  
Freeport—Walter Bill Posting Plant.  
Galesburg—O. G. Johnson.  
Galva—F. M. Brown & Son.  
Henry—Fred. S. Schaefer.  
Highland Park—G. Runey & Son, Address Waukegan.  
Jacksonville—Geo. W. Stark & Son.  
Lacon—Arno E. Anke.  
La Harpe—C. E. Hillier, Box 134.  
Marshall—Victor Janney.  
Metropolis—Wm. E. Ware.  
Mound City—E. P. Easterday.  
Mt. Sterling—George A. Fowler.  
Orion—A. S. Dusenberry.  
Ottawa—Ottawa Bill Posting Co.  
Peoria—Tazewell County Adv. Co.; Chas. Tazewell, mgr.  
Petersburg—The Bishop Bill Posting Co.  
Pontiac—Lee Collins, 112 E. Reynolds street.  
Sandwich—Walter Fibbs.  
Shelbyville—Cl. G. Gowdy, City Bill Poster.  
Taylorville—Cl. G. Young.  
Tolena—A. C. Smith.  
Vienna—P. A. Johnson.  
White Hall—Robert K. Iu'ber.  
Winchester—Cyrus P. Reynolds, City Bill Poster.

## INDIANA.

Anderson—Wm. Funk, Bill Poster and Distributor.  
Attica—Charles E. Finrock.  
Brookston—Jas. W. Brown, Bill Poster.  
Cannelton—E. E. Cumming.  
Crown Point—Chas. E. Smith, Bill Poster.  
Danville—J. V. Cook.

Elwood—James Dorst.  
Evansville—Evansville Bill Posting Co.  
Fort Wayne—Fort Wayne City Bill Posting Co., C. B. Woodworth, Manager.  
Fort Wayne—Tempie Bill Posting Co.  
Fowler—Robert Hamilton.  
Frankfort—Wm. T. Freas, City Bill Poster.  
Frankfort—Henry Wolf.  
Goshen—Chas. Kurtz, Box 746.  
Greensburg—Fred. Seitz & Sons.  
Hartford City—C. W. Abbott.  
Kokomo—H. E. Henderson.  
Lafayette—Lafayette Bill Posting Co.  
La Grange—P. D. Ruick.  
Lebanon—Stacy Darnell.  
Liberty—Jas. R. Wilson.  
Logansport—Chas. E. Schlegler.  
Madison—Murphy & Rhoton, City Bill Posters.  
Mitchell—W. M. Munson, Jr.  
Oakland City—O. M. Stone.  
Peru—Chas. W. Stutesman.  
Rensselaer—George W. Spiller.  
Rockport—Robert M. Smith.  
Rockville—Parke Co. Adv. Agency, E. Littleton, Manager.  
Rushville—Jas. H. Carr & Son, Lock Box 44.  
Seymour—W. A. Carter & Son.  
Union City—Ed. R. Thurston.  
Valparaiso—W. H. Drullinger.  
Vincennes—Vincennes Bill Posting Co.  
Wabash—Harter Bros.  
Wabash—Henry Herff.  
Wet-rloo—Fred. J. Rickard.  
Whiting—Smelzer & Garvin.

## INDIAN TERRITORY.

South McAlester—J. A. Maddox.

## IOWA.

Algona—Jas. A. Orr, Bill Poster.  
Bloomfield—Lon F. Smith, Box 203.  
Burlington—Chamberlin, Harrington & Co.  
Calmar—Gilbert N. Olson.  
Council Bluffs—C. W. Nichols.  
Denison—H. D. Stevens.  
Eldon—Wilson G. Taylor, Box 581.  
Ft. Madison—Elliott Alton.  
Grinnell—Geo. R. Clifton, Jr., 1020 West st.  
Harlan—Amasa Crosiar.  
Indianola—J. S. Martin.  
Jefferson—H. A. White.  
Le Mars—Wm. O. Light.  
Nevada—Story County Advertising Co.  
New Hampton—R. R. Garver.  
Oscola—S. B. Delk.  
Oscola—F. W. Doss, City Bill Poster.  
Shenandoah—C. L. Hoover.  
Tipton—Grant E. Ingham.

## KANSAS.

Abilene—John M. Looker.  
Emporia—Bert Moody, City Bill Poster.  
Garnett—F. L. Mahan, City Bill Poster.  
Great Bend—Mayers Bros.  
Harper—J. H. Thompson.  
Hutchinson—Kansas Bill Posting Co., Hoops & Meyer.  
Junction City—Herman Delker.  
Lawrence—J. D. Powrrock.  
Marysville—R. A. Wald.

## KENTUCKY.

Allen—Walter B. Carvell & Co.  
Bardonia—Joseph Applegate.  
Danville—Boyle Nichols.  
Madisonville—J. E. Mullennix.  
Newport—Otting & Son.  
Owensboro—Owensboro Bill Posting Co., J. G. Burch.  
Richmond—The Richmond Bill Posting Co.  
Shelbyville—T. S. Baxter & Son, Box 336.  
Winchester—Perry Bros.

## LOUISIANA.

Alexandria—F. H. Carnahan.  
Lake Charles—E. A. H. Walit Adv. Co.  
Morgan City—P. B. Ghirardi.  
Shreveport—Ed. Seaman.  
Thibodaux—American Bill Posting Co.

## MAINE.

Dexter—Chas. F. Edgerly.  
Eastport—Jas. A. Muldon.  
Mechanic Falls—Jordan Advertising Co.  
Rockland—C. D. Chaples.  
Waterville—S. H. Chase.

## MASSACHUSETTS.

Danvers—W. W. Wakefield.  
Gloucester—Richard Connors.  
Haverhill—J. F. West.  
Lynn—City Bill Posting Co., Dodge & Harrison, Managers.  
Middleboro—E. H. Blake.  
Palmer—Newell S. Taylor, Box 534.  
F. H. Sandra.  
Worcester—Wilton Bill Posting Co.  
Worcester—Fiske Bros., 43 Waldo st.

## MICHIGAN.

Allegan—T. E. Streeter.  
Alpena—R. Nolan.  
Belting—W. H. Fish.  
Cadillac—Charles I. Spencer.  
Cheboygan—A. J. Finn.  
Detroit—Walker & Co.  
Dowagiac—Leckie Bill Posting Co., W. T. Leckie, Manager.  
Durand—P. A. Rivett.  
East Tawas—H. C. Britol.  
Fenton—L. S. Field, City Bill Poster.  
Gladstone—James McWilliams.  
Greenville—Wm. H. George.  
Hart—Fred. N. Harris, Jr.  
Ithaca—James Donaldson.  
Kalamazoo—B. A. Fush, City Bill Poster.  
Kalamazoo—Fred. G. Stuart, Lock Box 305.  
Marine City—Hunt & Perrin.  
Milan—The W. B. Redman B. P. & D. Co.  
Paw Paw—H. E. Sherman, Bill Poster.  
Port Huron—Bennett Bill Posting Co.  
Sturgis—D. A. Osborn.

## MINNESOTA.

Austin—P. H. Zender & Son.  
Fridley—J. B. Stinehour.  
Fairmont—Warren Lewis.  
Faribault—J. Fink Bill Posting Co.  
Minneapolis—Breslauper Bill Posting Co.  
Northfield—F. J. Couper.  
Owatonna—Auditorium Bill Posting Co., F. M. Smerch, Manager.  
Owatonna—H. H. Herrick.  
Red Wing—J. C. Judee, City Bill Poster.  
Rochester—J. C. Judee, City Bill Poster.  
St. Charles—E. H. Ingham.  
St. Cloud—Davidson Advertising Co.  
St. Peter—H. J. Judeke, Jr.  
Winnebago City—G. E. Waldren.

## MISSISSIPPI.

Canton—Green Coleman.  
Jackson—Joe Brown.  
Natchez—F. G. Pellittieri.  
Meridian—L. D. Hofter, Licensed City Bill Poster.  
Starkville—W. D. Cochran.  
Vicksburg—Jas. McQuiggan.  
Yazoo City—D. Wolstein.

## MISSOURI.

Aurora—Samuel Martin.  
Boonville—Frank Jordan.  
Brunswick—Price Ewing.  
Carthage—Carthage Bill Posting Co.  
Centralia—Rodmyre & Woods.  
Chillicothe—Z. R. Myers.  
DeSoto—Leon Herrick.  
Fulton—C. O. Heirne.  
Hannibal—J. B. Price.  
Kirksville—Wm. Allen Smith.  
Liberty—Ed. S. Scott.  
Macon—Fred. C. Parker.  
Marceline—C. F. Long.  
Mexico—Hatton & Clendenin.  
Odessa—Jim Waddle.  
Rich Hill—Newman Gosson.  
St. Charles—City Bill Poster, J. N. Mittelberger, Manager.  
St. Louis—The Merchants' B. P. Co., W. F. Williamson, propr., 210 N. 7th st.  
Stanberry—J. H. Patterson, Box 301.  
Webb City—Webb City and Carterville Adv. Co., L. A. Pullen, Manager.

## NEBRASKA.

Broken Bow—E. R. Purcell.  
Central City—H. C. Martin.  
Chadron—R. W. Gaylor.  
Columbus—John Winkelman.  
Fremont—M. M. Irwin.  
Fremont—U. S. Watts.  
Lincoln—F. C. Zehrung.  
Nebraska City—Carl Morton.  
Nehraska City—J. Wier & Son.  
North Platte—Warren Lloyd.  
Sperdy—H. Besseneyer.  
Tilden—J. W. Russell, P. O. Box 58.  
Wymore—Henry Anderson.  
York—Gus A. Stapleton.

## NEW HAMPSHIRE.

Exeter—Jas. D. P. Wingate.  
Laconia—J. F. Harriman, City Bill Poster and Distributor.  
Meredith—Jerry M. Mayo.

## NEW JERSEY.

Atlantic City—Empire B. P. Co., 1811 Atlantic ave. Address Philadelphia.  
Camden—N. J. Temple B. P. Co., Temple Building, Address Philadelphia.  
Clayton—Wm. H. Jacobs.  
Newark—Newark Bill Posting Co.  
Plainfield—A. L. Ferce.  
Red Bank—M. P. Sherman, 5 Broad st.

## NEW MEXICO.

Las Vegas—Chas. Tamme, Box 34.

## NEW YORK.

Albany—Albany B. P. & Adv. Co., 35 Beaver.  
Ridgewood—Jas. E. Cunningham, Box 189.  
Brooklyn—American Bill Posting Co.  
Elmira—E. L. Johnson, Mgr. Globe Theater.  
Fulton and Oswego Falls—Wm. Cook.  
Gloversville—Olin S. Suttiff.  
Gouverneur—St. Law. Bill Posting Co.  
Jamaica—Chas. Wood.  
Johnstown—Olin S. Suttiff.  
Lockport—Staats Bill Posting and Distributing Co.  
Lowville—C. D. V. Carter.  
Mattawan—W. S. Dibble.  
Middletown—Thos. Keim, 88 South st.  
Mount Vernon—P. J. Ring.  
New York City—H. Munson, 4 Murray st.  
New York City—Reagan & Clark, 21 Ann st.  
New York—A. Van Beuren, 128 4th ave.  
Norwich—G. F. Bred.  
Olean—Olean Bill Posting Co.  
Oneida—Allen G. Stone.  
Oswego—Joe A. Wallace.  
Schenectady—C. R. Benedict.  
Troy—Mrs. M. E. Dundon, 114 Fourth st.  
Troy—W. J. McAllister & Son, 416 River st.  
Yonkers—W. L. Mildrum, 12 Warurton av.

## NORTH CAROLINA.

Ashville—Ashville Advertising Agency.  
Greensboro—Griffith & French.  
Reidsville—R. M. R. Ellington.  
Winston—Wm. T. Pfehl.

## NORTH DAKOTA.

Valley City—Smith Decorating Co.

## OHIO.

Ada—S. W. Rayl, Bill Poster and Distributor.  
Akron—Brown & Co., 125 Main st.  
Bellaire—Fitton Bill Posting Co.  
Bowling Green—The American Co.  
Bowling Green—Commercial Bill Posting Co., A. H. Yonker, Manager.  
Bradner—The Am. Co. (Bowling Green, O.)  
Bucyrus—Frank R. Myers.  
Butler—W. L. Hissong.  
Canal Dover—John H. Fox & Bro.  
Canal Dover—The Tuscarawas Distributing Sign Writing and Bill Posting Co.  
Chicago—Louis Simmermacher.  
Circleville—Baughman Bros.  
Cleveland—Prvan & Co., High and Middle sts.  
Columbus—Miller Bros., 53 West Town st.  
Coshocton—Frank P. Hagans.  
Crestline—W. J. Carney.  
Custer—The American Co. (Bowling Green)  
Cygnet—The American Co. (Bowling Green)  
Defiance—J. P. Elser.  
Lexington—J. S. Peach.  
Hoytville—The American Co. (Bowling Green)  
Irma—W. C. Tirrell.  
Lisbon—Edward D. Liechtenstine.  
Logan—F. A. Koppe.  
Merrill—The American Co. (Bowling Green)  
Milton—The American Co. (Bowling Green)  
Mt. Vernon—L. N. Headington.  
Nelsonville—W. S. Rulon.  
New Philadelphia—S. W. Seclt.  
Norwalk—J. M. Harkness.  
Pemberville—The Amer. Co. (Bowling Green)  
Perrysburg—The Amer. Co. (Bowling Green)  
Portage—The American Co. (Bowling Green)  
Portsmouth—R. W. Ledwick.  
Prairie Red—The Am. Co. (Bowling Green)  
Pisgah Spr.—The Am. Co. (Bowling Green)  
Pudlosh—The Am. Co. (Bowling Green, O.)  
Springfield—H. H. Tynr & Co.  
South Charleston—F. M. Heaton.  
Tiffin—J. R. Lewis.

Toledo—Byran & Co., 513 St. Clair st.  
Urichsville—Twin City B. Post. Co., Box D.  
Van Wert—Smith & Whires, 503 Park Place.  
Wellington—L. W. Ely.  
Weston—The American Co. (Bowling Green).  
Washington C. H.—Smith & Vincent.  
Zanesville—R. D. Schultz.  
Zanesville—England Bros., 31 N. Fifth st.

## OKLAHOMA TERRITORY.

Clayton—Waltman Posting & Distributing Co.  
Guthrie—Okla. Adv. & Dist. Agency, Box 261.  
Kingfisher—Northup Bill Posting & Distributing Co.  
Shawnee—Joseph H. Herron.

## OREGON.

Ashland—Chas. H. Gillette.  
Astoria—T. S. Simpson & Son.  
Baker City—W. Newell.  
Portland—N. W. B. P. & D. Co., 346 Morrison.  
Salem—Salem B. P. Co.

## PENNSYLVANIA.

Ashland—Frank H. Waite.  
Bethlehem, South and West Bethlehem—Groman Bill Posting & Distributing Co.  
Butler—H. J. Dougherty & Sons.  
Carlisle—Geo. Cramer, 133 W. Pomfret at.  
Connellsville—R. G. Curran.  
Emlenton—W. L. Pierce.  
Greensburg—R. G. Curran.  
Hanover—J. Percy Barnitz.  
Harrisburg—Markley & Appell.  
Johnston—Flood City Bill Posting Co.  
Lebanon—Chas. A. Oliver.  
Lykens—H. B. Matter.  
Manfield—The W. D. Husted Adv. Co.  
Minersville—Minersville Adv. Co., L. B. 231.  
McDonald—Bert M. McCartney.  
Meadville—Geo. Knox.  
Milton—A. J. Blair.  
New Castle—The J. G. Loving City Bill Posting Co.  
Philadelphia—American B. P. Co. (Ltd.), 814 Walnut st.  
Pittston—Pittston B. P. Co.  
Scranton—Reese & Long.  
Sunbury—Sunbury Bill Posting Co., J. T. Cameron, Manager.  
Washington—A. B. Means, 31 W. Chestnut at.  
Wellsboro—A. H. Darrt & Co.  
WILLIAMSPORT—GEORGE H. BUBB.

## RHODE ISLAND.

Providence—Old Colony B. P. Co.

## SOUTH CAROLINA.

Charleston—Charleston Bill Posting Co., Fuller & Bernard, Proprs.  
Charleston—Chas. W. Keogh.  
Columbia—R. Stuart Marks, 1425 Gates st.  
Georgetown—R. Chas. Griggs.

## SOUTH DAKOTA.

Madison—F. D. Fitts.  
Sioux Falls—Sioux Falls B. P. Co.

## TENNESSEE.

Bristol—Bristol City Bill Posting Co., Oliver Taylor, Manager.  
Covington—Howard N. Holshouser, Box 457.  
Knoxville—Southern B. P. Co.  
Pulaski—Neal Suggs.  
Union City—Oscar R. Crews.  
Westmoreland—J. M. Louthan.

## TEXAS.

Bastrop—Chas. P. Ziegenbals.  
Beaumont—Welcome Rollins.  
Belton—D. T. Gray.  
Brownsville—Valle & Bros. Adv. Co.  
Brownwood—Hiram H. Thomas.  
Bryan—John B. Mike.  
Calvert—James Hooks.  
Clarksville—Chas. O. Gaines.  
Cuero—Richard Harris, Box 33.  
Gainesville—Paul Gallia.  
Galveston—J. E. Howard, 617 Postoffice at.  
Hillsboro—J. S. Phillips.  
Houston—C. T. Sivals, Box 206.  
Lampasas—Jim Mace.  
Laredo—Eugene Sloan.  
Marlin—Ire Jacobs.  
San Angelo—Sam. Smith, Box 182.  
Smithville—D. E. Colp.  
Texarkana—Lemly Bros.  
Waco—Louis Sternkorb, 112 S. 4th st.

## VERMONT.

Burlington—B. B. P. Co.; Mrs. H. W. Walker.  
Newport—E. H. Norris.  
Springfield—George H. Stiles.

## VIRGINIA.

Alexandria—J. M. Hill & Co.  
Bedford City—Wm. W. Hayden.  
Culpeper—J. C. Williams.  
Franklin—Ross I. Leary.  
Staunton—Wm. Glenn.

## WASHINGTON.

Chelalis—City B. P. & Dist. Co., Box 224.  
Colfax—Geo. H. Lennox.  
Dayton—Day's Advertising Co.; Geo. E. Day, Manager.  
Puyallup—M. T. Chapman.  
Puyallup—Geo. M. Acly.  
Snokomish—W. P. Shaforth.

## WEST VIRGINIA.

Huntington—Will A. Russell.  
Morgantown—M. J. Sonneborn.  
Weillsburg—A. B. Noland, Box 232.

## WISCONSIN.

Chippewa Falls—C. G. Sherman, C. B. Poster.  
Elkhorn—Byron E. Putton.  
Fond du Lac—P. B. Haber.  
Fl. Atkinson—Chas. R. Rogers.  
Janesville—Peter L. Myers.  
Kaukauna—J. D. Lawe.  
Piedmont Centre—J. H. Coates.  
Sturgeon Bay—Bernard Hahn.  
Wausau—C. S. Cone.

## WYOMING.

Laramie—H. E. Reet, City B. P., opera house.  
Sheridan—B. C. LeRoy, 99 1/2 N. Main st.

## CANADA.

Glencoe—John Foy.  
Montreal—St. Lawrence Adv. Co.  
Niagara Falls, Ont.—N. Falls B. P. & D. Ag.  
Pictou—H. J. Graham.  
St. Johns—J. Bouchard.  
Sherbrooke—P. H. Leech.  
Windsor—Windsor B. P. & Dist. Co., Box 37.  
D. C. Benjamin, Manager.

# Fair - Department

## San Francisco Big Fair.

It has been christened The Pacific Ocean and International Exposition.

May to December, 1901.

A dispatch from San Francisco announces that it has been definitely decided to hold in that city in 1901 a world's fair, to be known as the Pacific Ocean and International Exposition. It will be opened on May 1, 1901, and continue for about six months.

The decision reached is a severe, but well-merited rebuke to the press of California in general, and that of San Francisco in particular.

The daily papers especially were almost a unit in opposing the measure. They can be relied upon to oppose and discourage almost any measure of an advertising nature which is not gilt for their mills.

All manner of specious reasoning and sophistry was resorted to in order to defeat the present project, and the opposition is now more bitter than ever.

The San Francisco Argonaut claims that the Midwinter Fair cost the city one and one-quarter million dollars without corresponding benefits to the city and State, that it injured business and had a bad effect upon the morals of that city for many months after the fair closed. According to the Argonaut the Columbian World's Fair worked a lasting injury to Chicago, so much so that the assessed valuation of the property of the city has since decreased "more than fifteen million dollars." Hence, it is argued that a world's fair at San Francisco would not only be detrimental to the material interests of the city, but the ten millions of dollars that it will cost could be spent to much better advantage in making permanent improvements in the city.

Not to be outdone by the Argonaut, the Examiner comes forward with the following in double leads:

"Do the big fairs pay?"

"The zeal and enterprise of the men who are putting forward plans for a Pacific Ocean Exposition at San Francisco for 1901 are worthy of all commendation. But before any irrevocable steps are taken in the matter there should be a frank consideration of all the questions involved."

"The Examiner yields to nobody in its eagerness to have things done for the advancement of the city and State. But before we invest any money in this enterprise we ask the business men of the city to consider the question, Do fairs pay? Is this the best use that can be made of the money?"

"The test of the profit of a fair, we take it, is the amount of money that it brings from outside the city. On this point San Francisco has but one local precedent to judge by, and that is the Midwinter Fair. Who will say that this brought to the city the money that it cost? The expense of that modest affair was in round numbers \$1,250,000.

"One-third of this was raised by subscription, and of the rest the bulk came from the patronage of the people of San Francisco and the nearby towns and cities. It is not believed that the money spent by visitors in this city equalled the amount paid by citizens to the Fair.

"To attract attention and visitors from other States and countries there would, of course, have to be something vastly more pretentious than the Midwinter Fair. It cost nearly \$28,000,000 to give the Chicago Fair, exclusive of the amounts spent by nations, States, concessionaires and private exhibitors. The total cost of the exhibition is believed to have been little if any under \$50,000,000. With the utmost economy San Francisco could not hope to give a creditable exposition for less than \$10,000,000. Is this the most profitable use that could be made of this amount of money?"

"The experience of Chicago would answer that it is not. The effect of the great fair that was held there in 1893 has not been such as to encourage other cities to try it. Chicago has not yet recovered from the strain of that enormous undertaking. The activity of the fair time has been followed by depression that has had serious effects on the trade and industry of the city.

"It is, therefore, worthy of most careful deliberation whether the money that would be spent on a fair could not be expended to much better results for the trade and expansion of the city. Is there not a way less likely to overstrain the resources of the city or to lead to overbuilding and to the reaction that comes from the expenditure of vast sums in unproductive labor?"

"What is it that the city needs to bring it prosperity? Not amusements, we are sure. It is trade, more markets, commerce with the interior and other parts of the Pacific, more manufactures, more demand for our products of orchard and field factory. It is worth asking whether the direct way of getting these is not the best. How much of a subsidy would it take to lead to the establishment of steamship lines to the Philippines and to other lands where we hope to find a market for our goods? How much of a guaranty would it take to put desirable manufactures on their feet? How could money be better spent than in the establishment of permanent exhibits of our goods in Manila and the leading Chinese and South American ports, after the manner of the Caracas exhibit? How much money would it take to send out drummers

with samples of the products in which we have the acknowledged superiority, seeking for orders for California goods?"

"The policy of going after customers should be considered carefully when it is proposed to try to bring the customers to us. In which way can we reach the most people and get the best returns for the money? These are the things to be decided before going much farther."

The foregoing excerpts are samples of the attitude of the San Francisco papers. The following gives an idea of that of the stinking little sheetlets throughout the State:

"San Francisco wants to have another exposition, and have other people pay for it. The plan is to have a 'Pacific Exposition' in Golden Gate Park in 1901, and the committee has decided to ask the city for the sum of \$750,000, and to ask the State of California for \$500,000, and Congress for as much more.

"Now, if San Francisco wants to have another fair, there is no objection, but there is likely to be some very substantial objections

large. Experience proves it, definite tangible results prove it, and statistics prove it. Even large fairs that were shamefully mismanaged, have benefited their projectors and exhibitors alike. What is more, the San Francisco papers know it.

In their onslaught on this movement as in their recent crusade against the billboards, they have deliberately resorted to misrepresentation, distortion of facts and downright mendacity.

However, our dispatch says, "the fair will be held." Hence, we argue that the "influence" of the California press is not "such-a-much" after all, even if their united and unremitting efforts did finally bluff a retiring bunch of politicians into harassing two lone billposting firms of San Francisco.

## Expositions.

### May Lack Government Aid Through Mulishness.

(Special Correspondence.)

Washington, February 21.—Hope for action on the Ohio Centennial Exposition bill at this session was all but killed yesterday afternoon by the filibustering of Representative Brucker of Michigan, who, by the way, is a native of Richland County, Ohio. He filibustered against the Buffalo exposition bill so that it goes over until the next unanimous consent day, which is Saturday, when it will come up as unfinished business. That is what Speaker Reed said its status would be, after

## The Buffalo Fair.

Here is a truly remarkable effusion from Harper's Weekly, viz:

"Buffalo has been to Washington and laid its fair before a committee of Congress. It has been rumored that an appropriation of \$500,000 for a Government exhibit is all Buffalo expects from Uncle Sam. The fair has been capitalized at \$2,500,000, in \$10 shares, about half of which have been subscribed for already by the Buffalo folks themselves. At last accounts there were important fiscal reservoirs still untapped, and money continued to come in a satisfactory stream.

It is not quite clear what put it into Buffalo's head to have a twenty-five-hundred-thousand-dollar fair. It will be a great advertisement for the town, but, after all, the Buffalo people like their city and don't care to sell it. If they had subscribed a million dollars towards a fair to be held in Rochester, one could understand it, because they would go down to Rochester and have fun, and still have Buffalo to fall back on when they got tired. But why should they put up money to have their own home turned upside down, swarmed over, trampled upon, strewn with popcorn, drenched with beer, slept in, eaten on, and generally maltreated and bedeviled? What has started Buffalo up to go into the show business? Was she lonely? Was she jealous? Was she poor? Why such uneasiness? How tired Buffalo must be of Buffalo, that it should spend so much money to attract new faces!

"Well, the pan-American fair is epidemic among cities nowadays, and if Buffalo has a sharp attack and recovers she may be all the better for it in the end. If she has a fair we will go and sit at her bedside and wish her well out of it. It will be fun for us, anyway. It is a pity, though, that the bacillus of these things can't be spotted and dealt with; prevention is so much cheaper than cure."

The paragraph is flippant, of course, but the vein of seriousness running through it is the most un-American sentiment of the many that the alien editors of Harper's Weekly have inflicted on its readers. The people of Buffalo are deserving of the highest praise—the most unstinted commendation from the American people at large, for their zeal and progressive-ness. The pan-American Exposition will benefit Buffalo, it is true, but it will benefit all America also. The spirit of Buffalo is splendid. The spirit of Harper's is mean, narrow, and sordid, like that of pretty nearly everything else that emanates from the metropolis these days. Would New York City hold a great fair to benefit America? Not on your life. It would be too much trouble. It would cost New York a few dollars, and then, too, it might benefit some one who lived out of the city. Faugh!

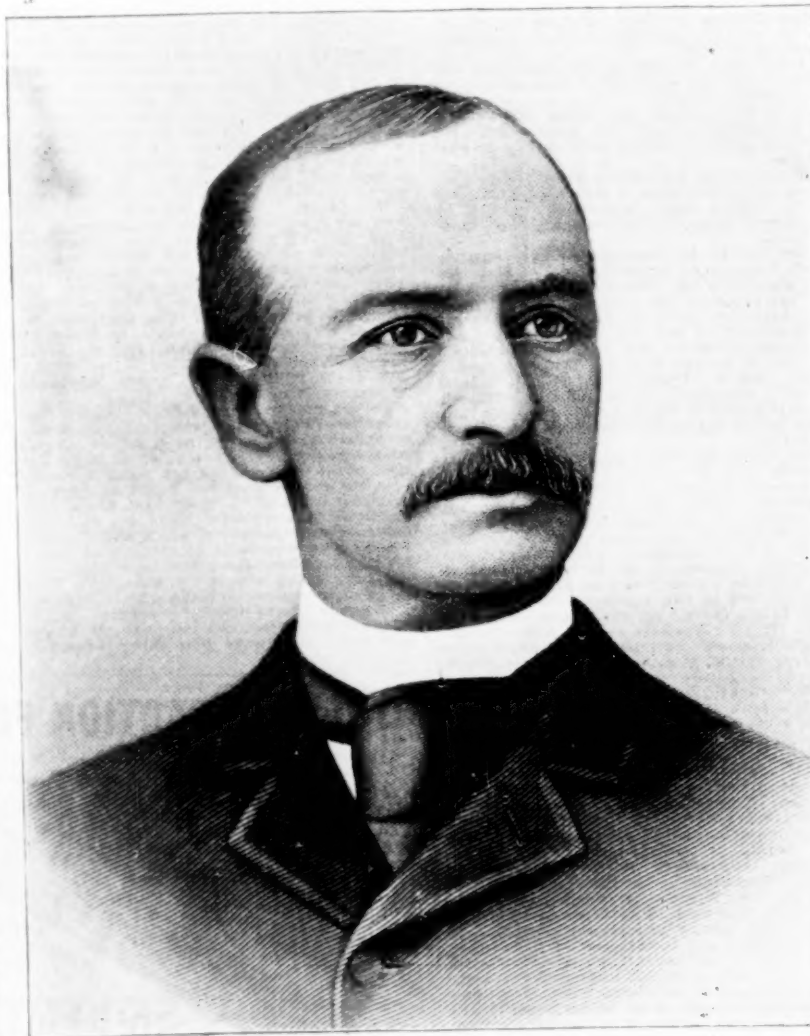
America used to be proud of New York, and down in our hearts we are so still; but the last vestige of our pride will soon vanish. New York is great only in point of population. Otherwise she is a city of low ideals, base motives and ignoble aims.

Her sordid unprogressiveness is a reproach, and her shabby self-sufficiency an insult to the country at large. Perhaps we should not mind it much if she did not belch unclean and ill-smelling things like Harper's Weekly, The Journal, The World, etc., with such frequency. As it is, however, the stench is with us always, and grows fouler day by day.

And she affects to patronize Buffalo. Bah! If she was capable of lifting her eyes above markets; if she could look beyond the narrow confines of her petty, self-seeking aspirations, she might see how ill her complacency becomes her; she might note that in the "provinces" metropolitan in these days but signifies indolent lagging, obsolete usages, horse cars, municipal mismanagement, filthy streets—in a word, everything that is—common.

Like a thick skinned, Ethiopian bawd she wallows in ease, unmindful alike of her obligations to the country and the stinging lash of contemptuous comment.

Mr. James Kilbourne, whose portrait appears on this page, is president and one of the hardest workers of the Ohio Centennial Commission. He is a resident of Columbus, and worked zealously to get the fair for that city. He is said to his credit, though, his zeal has not abated one whit since Toledo secured the prize. He is, if anything, more enthusiastic than ever.



JAMES KILBOURNE,  
President Ohio Centennial Commission, Columbus, O.

to a request for \$500,000 from the State to help it along. If the city wishes to give \$500,000, it is perfectly proper for it to do so, and if Congress can be worked for a half a million, the expenditure of that sum of money will not hurt the coast. But this State has no business appropriating \$500,000 to help make a fair for the people who live around San Francisco Bay.

World's fairs, worthy of the name, can not be held every year, and the event scheduled for Paris for 1900, is likely to furnish all that will be needed for some time afterward. The supposition that a world's exhibit can be brought to San Francisco at that time is nonsense, and while more money may be spent in the erection of buildings, than in the Midwinter Fair of 1893-4, as an attraction to bring people from the East it would perhaps be no more successful, and that fair had no such assistance from the State.

"San Francisco will get the benefit of the exposition, if it is held, and that city ought to pay for it. Let the Nob Hill millionaires, and the Front-street merchants 'dig up.'"

And this is "the press" of California. What a truly fine lot of scabs they are to be sure. It has been proved, over and over again, that expositions and fairs, big or little, invariably pay and pay splendidly. They pay directly and they pay indirectly. They pay cities, counties, districts, States and the country at

the House adjourned. General Grosvenor was ready to rush the Ohio bill through immediately after the Buffalo measure. That was the understanding, but the obstreperousness of the Michigan man made it impossible. Brucker engaged in his meanness after Leader Bailey promised there would be no objection from the Democratic side. Bailey, in view of the whole House, upbraided Brucker for his mulishness.

The Allegan (Mich.) County Fair is held at Riverside Park. It is the largest fair and has the handsomest grounds in the Bay State. Its able Secretary, Mr. A. H. Foster has already commenced active preparations to have this year's event equal, and if possible, surpass the achievements of former years. See his advertisement in another column.

We will pay liberally for short practical articles on fair management from experienced men.

At the Omaha Exposition last year no special attraction excited more interest or made more money than the miniature railroad. Fair managers and concessionaires will do well to read the advertisement in another column.

We wish our friends, the fair followers, to understand that the editor of this department is fully as glad to hear from them as he is from fair managers. Write us often. Your letters will always be welcome.

## PROCEEDINGS

Of the Annual Convention of the American Association of Fairs and Expositions, Held in Omaha, Neb., Oct. 25 and 26, 1898.

(Continued from February issue.)

Mr. John M. True, of the Wisconsin State Board of Agriculture then presented the following paper:

**HOW CAN WE REDUCE THE ISSUES OF COMPLIMENTARIES, AND WOULD IT BE WISE TO ABOLISH THE SYSTEM?**

The courtesies of life produce its happiest incidents. In private life, the generous sharing with a friend, whatever pleasure or enjoyment comes in our way, is a distinctive indication of a broad and liberal spirit.

But in affairs of a public character, where the interests involved affect the many, and where private rights are abridged, courtesies can only be properly extended to those whose services and claims are of a public nature.

The issuing of complimentary tickets by Fair Associations is the natural outgrowth of the spirit of good fellowship, but has degenerated into an abuse of its original intent, which is causing annoyance and embarrassment without end to most fair managers in the country.

How far it may be proper for bodies of men representing the general interests of a State to grant special privileges to parties who claim the same, or what constitutes a sufficient basis for such recognition, also how far policy may enter into these considerations, are questions for us to discuss.

The wording of the subject assigned to me for discussion more than intimates that the popular verdict is, that the issue of complimentary tickets to our fairs has exceeded its proper limit, and even questions whether the evil may not be best met by a complete abolition of the custom.

While I do not clearly see the way to the endorsement of a complete giving up of the practice, I do believe that certain definite rules governing the matter should be established by all State boards—rules so clearly drawn as to render comparatively easy the handling of this question by the management of fairs.

For instance, suppose complimentary tickets to be furnished State officials, members of the Legislature, representatives of the press of the State in general, and of such outside papers as may attend the fair; the President and Secretary of State Dairymen's Association; State Horticultural Society, and other organizations closely allied to interests with which the fair deals. It may be advisable to allow each member of the board a limited number of tickets to be given out as he may see fit. In the recognition of State officials, let the board determine whether this shall mean heads of departments, or whether it shall include assistants, clerks, typewriters and janitors.

This is no easy matter to handle, especially when your office is located in the capitol building, and you are brought in contact with all these parties; and in our experience, contrary to good judgment, and even without shadow of justice, the list has been extended to take in the complete outfit.

There are good reasons why State officials should be recognized. They, with you, are representatives of the State's interests. You are, in your work, often placed under certain obligations, on account of official courtesies, and it is politic to sustain the most friendly relations to them.

Members of the Legislature are also representatives of the people of the State, and as such are entitled to recognition, while policy would dictate that courtesies extended to these men of influence and power, are properly bestowed.

The Agricultural Fair must have the notice and publicity gained through the State press.

This recognition may be gained as the result of a purely business transaction, whereby for a certain sum of money, a given amount of advertising is furnished; but in our experience, the country press especially, gives good returns for complimentary tickets given, whether accompanied by a payment of money or not.

The city press, with which you must more largely advertise, if your fair be held near some large city, is not so easily handled. In addition to the liberal amount of money paid, large requirements for complimentary tickets are made, exceeding sometimes, it would seem, the entire force of its office.

You must have the support and good will of this city press, not only before, but during the progress of the fair, and hence you sometimes feel that you have been bled beyond the requirements of propriety or decency.

This matter can be best handled by an arrangement by the fair management, or its press agent, when arranging for advertising, by limiting the number of tickets to be given each paper.

In these, and other like cases, avoid the individual applicant, and deal only with the responsible head or representative.

Representatives of the press who visit your fair in the capacity of reporters should be given all facilities for pleasant and complete work. Among these should be complimentary tickets embracing all privileges under the control of the fair.

The most friendly relations should be sustained between the State Board of Agriculture and the County Agricultural organizations, as well as all other bodies recognized by the State, that are engaged in promoting interests that in turn are recognized by State fair managements; and clearly, if complimentary tickets are given, the proper officers of such organizations should be favored.

It has been the custom in Wisconsin to compliment the Mayor and other leading officers of the city of Milwaukee, (inasmuch as during the fair we receive police protection and other courtesies from this source. But here again, as in the case of State officials, comes in the question of limit, and it seems to be-

come a question of ten tickets or a thousand, and this can only be controlled by well-defined limits, and corresponding instructions to managers.

The most trying candidate for special favors is the man who drops into the office just before or during the fair to express his good wishes for your success, in every named particular, but who lingers to inquire whether you are giving out complimentary tickets, and when one is handed him for himself and lady, blantly asks that that be made "ladies" or "family;" and he even turns back, when you think you are rid of him, to inquire whether this ticket "is good for the grand stand."

This fellow is not an object of charity. He would be terribly indignant at such an intimation. He will ride in his carriage to your fair next day, but he has politely robbed you of five dollars that should be in the treasury of the board.

Another character is becoming quite common—the collector of complimentary tickets. He brings with him tickets of the past ten State fairs that he has visited as a dead-head, and while he cares little for attending the fair, he wishes to add to his treasured stock of samples.

I suppose that in different localities classes of troublesome applicants of favors vary.

With us the railroad men are regular and persistent petitioners for favors.

There may be grounds for making these claims in some States, but as in our case few courtesies are extended to the Board of Agriculture by most of the railroads, we fail to recognize the strength of the one-sided obligation.

I am of the opinion that the proper control of the issue of complimentary tickets can only be gained by the adoption, by State Boards, of rules defining to whom these courtesies are to be extended, and then by a rigid enforcement of the same.

I say rigid, because a deviation from any rule establishes a precedent that overthrows your whole system.

It is all-important that these decisions be fair, reasonable, and just, established upon premises that commend them to fair minded people.

Most persons will submit gracefully to reasonable requirements, if satisfied that all are being treated alike, and especially so if no personal, social or political pull is mis- trusted.

Let the fair be considered a State institution, backed and supported by the State for purposes of public benefit.

That primarily the rights of all citizens of the State are equal, so far as the privileges and benefits of the fair are concerned, and that special favors will only be granted on account of position held or service rendered.

Mr. Pearce: I would like to ask Colonel True a question. In his remarks with regard to passes to railroad people, are the railroad people asking for what they are not entitled to?

Mr. True: In reply I would say that in our dealing with the railroads it seems to me it is a purely business transaction. We have established an event that brings a great amount of business to them and upon which we suppose they realize handsomely in the management of their business. We have asked the railroads running in our State to extend to us favors as a State Board of Agriculture and only in one or two instances have we been able to get them. We think turn about fair play. If their business system makes it improper to extend courtesies to us, our business system should make it improper to extend courtesies to them.

Mr. Grimes: In my sixteen years' experience in fairs, this argument of complimentary tickets has been brought up, perhaps at every meeting. I have been sitting here thinking and listening to the gentlemen. Their arguments are all good for their respective localities. Each locality requires a different system. There can be no system that will govern every fair as to complimentary tickets. It is a subject that has worried treasurers during the lifetime of fairs and it has never been systematically settled. If this body of men can systematically settle this question they will go down to posterity as being the brainiest men that ever came together. We can argue and appoint committees and discuss this question and it resolves itself down to this point—it will be just where you started in. You will make no changes whatever. The Secretary of each association is considered smart enough to do as his constituents wish; in other words there is more policy used in the distribution of complimentary tickets than there is in anything else that I know of. I have been in occasion to use them. I have actually known men to spend five dollars in sociability with different members to get one fifty cent complimentary ticket. Why is it? It is just like the American people, they want something for nothing. I tell you, you can discuss this matter all day to-day and you will be no better off. The best thing this body can do is to drop it.

Mr. Harriman: There is a matter that has not been discussed that seems to me important. Possibly you may have discussed it at some of your former meetings. If so I have not heard of the results, and that is with regard to inducing the railroads to sell a fair ticket with each low rate. We persuaded the railroads in our State in '96 to do that, but in '97 some roads objected to it. We find it works very much to our advantage. For instance we get the one fare rate in our State going to Des Moines, and a great many men will make it convenient to go to Des Moines to do business and will not attend the fair, but if they buy a fair ticket they generally use it or else give it to some one else to use and then we get it and return it to the railroad and get our money. If that could be established uniformly throughout all the States, or a united effort made to secure it, it seems to me it would be a great advantage. Possibly that has been discussed.

There is another question I wanted to ask Mr. True in regard to. Do you issue complimentary tickets to all the papers in your State?

Mr. True: We send a complimentary ticket to a representative of each paper in the State and we find in connection with this that when

we want a notice of our date that it is almost always received favorably.

Mr. Harriman: Do you make these tickets transferable?

Mr. True: No, sir.

Mr. Harriman: We adopted that system and we believe it is a good investment. We make them transferable. We send to each paper in the State and say we expect you to give us complimentary notice and for so doing we send you this complimentary, which you can use yourself or transfer to someone else, thus advertising the fair. We believe we are getting large money on the investment.

Mr. True: I believe we make a mistake in cheapening our complimentary ticket. I do not believe we ought to make it a matter of merchandise. It should mean what it says—complimentary.

Mr. Harriman: I did not mean necessarily a complimentary.

Mr. True: I want to say that I believe that this question of complimentary tickets is within the hands and can be controlled by the State Board. All it needs are certain rules based upon good common sense and the man who has got sand enough to stand up and enforce them. There are persons entitled to privileges and there are others who are not. When a gentleman stands at the gate and sees a man come up whom he knows has no more right than himself to go in free, he is indignant and he is right, and there starts the feeling of antagonism to the fair. Let our rules be such that we can stand by them and then if we have got a man on the board who has sand enough to stand up, put him in a position to execute your plans.

Mr. Harriman: The tickets that we referred to are press passes.

Mr. Grimes: I am one of you and would most gladly welcome any solution of this matter, but, as I said before, this is no doubt the same old subject to every member and a solution has never been accomplished, and if this body can come to some solution which would be practical and used by all fairs we will accomplish something that will go down to history and will be worth our trip of one thousand miles here to accomplish. I would be very glad if something could be accomplished. My remarks were not antagonistic to this subject. But we are wasting time.

Mr. Liggett: I think the paper is a good one and I believe it is to the interest of all here that we should take some recognition of it, and while I do not believe we can accomplish uniformity, there is nothing we have had to-day of more importance and especially to exchange ideas with reference to it. We all know that these privileges are abused. These things should be discussed and these privileges that are so much abused ought to be modified in some way, but I think the special boards will have to control them.

Mr. Fleming: I am glad to know that there are some states receiving fair treatment at the hands of the railroads. I am only sorry that I can not say so much for Ohio. The railroads do not seem to recognize the members of the Board of Agriculture as working in their mutual interest and it is impossible for us to get even trip passes for our members, much less annual passes. I have tried repeatedly to get annual passes for our members along the lines they lived but have failed utterly. I have even tried to get trip passes, but the official will not understand that they are entitled to it. In fact, the secretaries can not get passes over all the railways that enter Columbus.

One or two railways give passes, but in general we can not secure them. Some time ago, in making application, I received a call from the general manager of the road. I went to his office, he took me into his private room and asked me upon what grounds I requested annual passes over the road. I went over the ground with him and stated that we considered our work mutual and we thought the roads ought to contribute transportation. "Don't the Board of Agriculture pay your expenses? What more do you want?" "The board does not feel that they should be compelled to pay my expenses when I go out to work up fair matters when it is as much to your interest as to theirs. I try to get men to come to the fair, and if a man comes we get fifty cents and you get an average of, perhaps, \$2.50." He finally called his chief clerk and instructed him to make out for me an annual pass.

Referring to the complimentary pass, I perhaps ought to say just a word about that, because we are trying a new system in Ohio. It is said we might discuss this matter and never get uniformity, but I beg to disagree with my superior officer from Ohio and say that I believe there is a system, where in fifteen minutes we can get at a uniform basis, and that is that we abolish entirely the complimentary and free pass system of every kind. I believe it has got to come to that. I do not believe there is another man in the United States believes wholly as I do. In Ohio we are coming a little to that. I do not say that we should not give persons free admissions who have contributed something toward the fair as a recompense, but I believe it should be done in another way than complimentary. We have started in a little on that line, and the newspapers and the helpers and the exhibitors and the privilege people and everyone of that character who are entitled to one admission a day, instead of giving them a ticket we have a book of orders on the Treasurer. That order is handsomely lithographed and sometimes people think a good deal more of a nice-looking check or order, and that order says, "Treasurer of Ohio State Fair, please issue ticket to John Brown on account of help," or whatever it may be, and that is good, and when he goes to the fair he simply takes that up to any ticket office and there it represents a half dollar and the clerk hands him a ticket and he goes in. These checks are then charged up as cash. The next day, if he has another order, he gets another ticket. Suppose you have in the machinery department an exhibitor who is entitled to so many tickets, say eight admissions, or twelve; now, when he comes up to the department the first day, his name is reported and he is found to be entitled to two helpers under the rules; he then gets his eight or twelve orders, or whatever they may be, and they are good for tickets at any of the sale windows, the same as half dollars. When the fair is over you know how many of these orders have been issued and what each one was for, and we are coming to the conclusion that that is the only way to do it, to reduce the number of kinds of tickets as much as possible. When we come to the point where we use only one style of ticket it will solve many of these discussions. If you want to issue to a member of the legislature, or anyone else, a complimentary, after you have these orders lithographed nicely, send them to him. You know that you have given out two dollars'

## "THE" ATTRACTION FOR COUNTY AND STREET FAIRS, RACE MEETINGS AND RESORTS.



### CANADA'S GREAT EXPOSITION AND INDUSTRIAL FAIR.

W. H. BARNES, Esq., Sioux City, Iowa:

Dear Sir—I am very much pleased to thoroughly endorse the merits of your Diving Elks as an attraction. I had expected considerable of your animals, but their wonderful diving was far beyond our expectations, each Elk going through their act twice a day for two weeks without one mistake. Starting from the bottom of the incline, climbing up the steep pitch of forty feet high and making their headlong plunge entirely unurged and unaccompanied by any one was a feature which was applauded and admired by the many thousands of visitors to our Exposition, and is a wonderful and unique example of animal training. I am sure your Elks will prove an attraction wherever they are booked. The attendance at our Exposition this year has been nearly four hundred thousand, and I hear nothing but the highest praise of your Elks from eve y one I meet.

Yours truly, H. J. HILL, Manager and Secretary.

Address, WILL H. BARNES, Sioux City, Iowa.

worth of tickets, or as many as it may be, and you know you have not given anyone a ticket that he can pass through the fence as many times as he wishes. It seems to me that with an order like this to present to any one of the ticket sellers he will feel as much complimented as by any other method. The man will talk about it just as much and it will do just as much good. I think the time is coming when we will come to a single ticket system. It will reduce the kinds of tickets and not annoy your gate-tender. We used the tickets spoken of by Brother Hill for four years. We stopped it. It may succeed all right in Toronto, but it did not succeed with us—perhaps we did not have the right kind of gate-tenders. I am satisfied that many people went in that were not entitled to go in. By this other method when the matter is taken up at the end of the fair we know just how many tickets each department has used. We do not give them any tickets at all, if we can help it. When we sell the privilege it is with the understanding that it will cost them so much to get in.

On motion, the convention adjourned until 2 o'clock.

2 P. M., OCTOBER 26.

Mr. Garrard submitted the following: Whereas, in order to properly conduct contests of speed on the race tracks of state and county fair grounds, and be able to secure strict decorum on the part of drivers and others, and otherwise protect the interests of the fair, it is necessary to hold membership in a Trotting Association in order to enforce rules, levy fines for disobedience, suspend and expel for fraud, and collect unpaid claims; and

Whereas, The American Trotting Association, J. H. Steiner, Secretary, with headquarters at Chicago, Ill., has adopted a series of rules governing races, that we believe do most fully meet the requirements of fair organizations, permitting as they do the speeding of hopped horses and not requiring that drivers procure an annual license, the restriction of the former, and the requirement of the latter not being in the interest of fair organizations, where the races are for premiums only and without pooling privileges; and

Whereas, The American Trotting Association has recognized the importance of the State and County Fairs of the United States by electing to its Directory a representative fair man in the person of Mr. Jas. W. Fleming, the Secretary of this American Association of Fairs and Expositions, a man who is fully conversant with fair management, and who, as a member of the Directory of the American Trotting Association, will look after the interests of the fair members of said Association; therefore,

Resolved, That we endorse the American Trotting Association and commend its rules, and we further recommend that State and County fair organizations conducting speed contests, place their membership with said Association, and conduct the contests under its rules and protection.

Mr. Grimes: In support of the resolution presented I would simply say that it is a recognized fact that the American Association interests itself more than any other association in the work of county and state fairs. It has adopted a great many rules that come under the head of fair organizations that would not come under the head of what we call speed contests, where there is no fair attached to them. With this in view I hope the members will consider, not that I say anything disparaging at all of the National Trotting Association—it is a good thing, but it has adopted rules which our fair organization can not comply with and properly continue the fair. We will say, for illustration, that you own a horse; you will perhaps trot that horse in one or two fairs. If you are governed by the National Trotting Association you will have to go on record as a licensed trotter. If you want to place him in the fair you will have to get a license to do so under the National rules. If the horse is accustomed to wearing hoppers and can not be driven without a hopple, you can not drive him in the fair unless you discard the hopple. This rule takes effect the coming year. With the difference between the two associations as to the conduct of the fair, I think that this resolution should be passed beyond question, and I hope that it will. I will give any further information in my power and will be glad to answer any question I can.

Mr. Lovejoy: I would say that our Illinois State Fair finds it of very much benefit. There is hardly a year goes by without fees being collected for us and properly reported. I think it is a good thing, and every fair ought to belong to it.

Mr. Furnas: Our State Board has been a member of the American Association ever since its organization.

Mr. Grimes: The resolution states that the American Association elected Mr. Fleming as a Director, which was done to recognize state fairs and also county fairs and shows a disposition to recognize state associations and places Mr. Fleming in a position to benefit us all; if we endorse this resolution, it will help us all.

Mr. Fleming: Permit me to say that my election to the Directory of the American Trotting Association was entirely unsolicited on my part, and was, in fact, rather a surprise to me. I was a delegate to the congress at the last meeting in May. The meeting was announced at 10 o'clock, and I discovered it had been postponed until 1 o'clock. I left for my hotel and came back a little late, and when I arrived I met a gentleman in the lobby and he said, "I want to congratulate you," and told me I had been elected a member of the Board of Directors. Of course I shall look carefully after the interest of our fair members, and I feel I can really do the fairs some good; and if I can not, I have no business in the association, because I have no interest greater than the fair interest. We can not afford to put anything in our way by requiring drivers to be licensed, or forbid the use of hoppers, for the reason that it will affect

our revenue and affect us in other ways. As long as I am a member of that association I will do all I can to advance the interests of fair managers.

The resolution was unanimously adopted. The President appointed the following standing committees:

Committee on Transportation—J. Irving Pearce, of Illinois; W. W. Miller, of Ohio; W. F. Harriman, of Iowa; Wm. M. Liggett, of Minnesota; John M. True, of Wisconsin.

Executive Committee—H. J. Hill, of Toronto; H. S. Grimes, of Ohio; E. W. Randall, of Minnesota; W. R. Bowen, of Nebraska.

Reports of Committee to recommend dates were submitted as follows:

The majority of committee recommend dates of fairs for 1899 have agreed to submit the following:

New York.....August 28 to September 2  
Iowa.....August 28 to September 2  
Minnesota, Nebraska and Ohio,  
September 4 to 9  
Wisconsin.....September 11 to 16  
Indiana.....September 18 to 23  
Illinois.....September 25 to 30  
St. Louis.....October 2 to 7

ALBERT HALE, Chairman.

We, the undersigned members of the committee to recommend dates of State Fairs for 1899 disagree with the majority report and hereby file a minority report.

We favor giving Iowa the dates of September 4 to 9, followed by Nebraska, September 11 to 16, 1899, instead of commencing with Iowa on August 28 to September 2, 1899.

P. L. FOWLER,  
A. HUMPHREY.

The majority report was adopted. The President announced as the next in order the election of officers for the ensuing year, other committees not being ready to report.

For President, R. W. Furnas, of Brownville, Nebraska, was placed in nomination and there being no further nominations, the Secretary was instructed to cast the ballot for Mr. Furnas, whereupon he was declared elected.

On motion, the Secretary was instructed to cast the ballot for the election of Mr. A. J. Lovejoy, of Illinois, for Vice President. Carried, and Mr. Lovejoy was declared elected.

Motion made and seconded that the President be instructed to cast a unanimous vote of the Association for Mr. J. W. Fleming as Secretary. Motion carried and election so declared.

Mr. Lovejoy: I move that the by-laws be amended by providing that the salary of fifty dollars be paid the Secretary annually. Motion seconded and carried.

Mr. Fleming: I want to say that I am willing to do everything I can without compensation, and of course, I should not expect anything anyway unless there is money in the treasury, and it may be considered that unless there is money there, the Association owes me nothing.

Moved and seconded that the President be instructed to cast the vote for Wm. M. Liggett, of Minnesota, for Treasurer. Motion carried and election so declared.

It was moved and seconded that the President be instructed to call the convention next year at Chicago.

Mr. Randall: I extend an invitation for the Association to visit St. Paul or Minneapolis next year. I realize that these cities are somewhat distant to members of the Eastern circuit and we would hardly feel like attempting to enforce a selection against their wishes or that would be inconvenient for them in any way. So far as the members of the Western circuit are concerned I think it would be as convenient as any point that can be named. I will therefore invite the Association to hold its next annual meeting at St. Paul, and we hope the members of the Eastern circuit will feel like coming, if you do we hope you will vote that way.

The President directed that a ballot be taken, which resulted in a tie between Chicago and St. Paul.

A second ballot was taken with like result. Mr. Lovejoy: You all know you can go to Chicago easier than anywhere else in the world.

Mr. Fleming: I think we should lay aside our personal feelings and look only to the good and the success of the Association. It seems to me that the success of the Association would be better attained if we held our convention at Chicago, because it would, in all probability, be held during the time of some of the live stock breeders meetings and live stock shows and we would and could accomplish good in several directions. I am candidly of the opinion, too, that we could get a better audience at Chicago, and we started in to try to build up the Association and I believe we ought to have some central point at which to meet. I should rather have it come to Columbus, as I do not want to take it three, as I do not think it would be the best for the Association.

Mr. Randall: I withdraw my motion for St. Paul. We do not want to do anything that will not suit the convenience of the Eastern members and, while we would be very glad to see you at St. Paul, perhaps under the circumstances we ought not to ask you to come.

Mr. Hill: Our most successful gatherings have always been at the center of population. At other places we have had local meetings, but did not have the other cities there. The more central we can make it the better the Association will be. Personally I would rather see it at St. Paul.

Upon another vote being taken it was carried unanimously for Chicago.

Mr. True, Chairman of the Committee on the question of tickets: Your committee appointed to consider matters relating to uniformity of ticket systems suggested by Mr. Hill's paper, does not deem it advisable to adopt any cast-iron rule for any members. We submit the following report:

Your committee appointed to consider matter relating to uniformity of ticket system suggested by paper of Mr. Hill, does not deem it advisable to adopt any cast-iron rule for the issue of complementaries, which must be left largely to the judgment of the manage-

ment of each State fair. As to helpers' tickets, we respectfully suggest the following uniform classification:

Live Stock—  
Horses: One ticket for every two horses, up to six, and no increase for number above six.

Cattle: One man for every herd up to six head, and one extra man for all over that number.

Sheep: One helper for each breed shown, or one for each pen or flock.

Swine: Same as sheep.

Poultry: One helper for each exhibitor who makes one dozen entries or more.

Machinery or implements: Helpers according to the number of machines or implements actually in operation, to be left to the management of the several fairs.

Grains, Garden Products, Art, Woman's Work, Fruit and Horticultural Products: No helpers.

Manufacturer's or Commercial Exhibits: One helper, or in case of large exhibits, two helpers, in judgment of management.

In case of concessionaires or refreshment privileges, we recommend that the matter be left to judgment of management, according to amount paid for privilege.

J. M. TRUE, for Committee.

The report of the committee was adopted. Mr. Harriman: In regard to the fixing of dates for holding fairs, it is our understanding that this is a recommendation, but I would like to have the Association understand to some extent our situation. There is a considerable feeling in our state against an early date, and at our annual meeting, which is composed of delegates from every county in the state, the president or representative of the county society, and in the county where there is no society, then the Board of Advisors appoint a delegate; they determine and fix a date for holding the fair. It is designated by statute that they must do so. Now, if they should not accept of the recommendation made by this Association, we who represent our society here to-day would want you gentlemen to feel that it was not from any ill-feeling or any inclination or desire to depart from your recommendation. If it is different from the date recommended, it will be because the representative men in the state so fix it at their meeting. There is another matter that I was requested to call the attention of the Association to, which does not properly come in here, but I will take the time to state what it is. Some exhibitors have run across, in some of the states, a difficulty in regard to the classification as to age of animals, cattle, etc. For instance, the yearling, how long does it continue to be a yearling? In our state it is a yearling if it becomes two years old in the month in which the fair is held. In some other states we are informed that this is not the rule, and exhibitors have run across that objection. It occurs to me that there should be a uniform classification in that regard. We have no particular preference in the matter, only I think it should be uniform.

Mr. Lovejoy: This day should be when they are just 365 days old.

Mr. Liggett: I move that the age of animals, except horses, date from the actual birth. Seconded and carried.

Mr. Ellis: I am requested and agree with it, to make a motion that the President be thanked for furnishing these beautiful badges that we are wearing. Motion prevailed.

Mr. Furnas: I desire to repeat what I said at the beginning of the meeting last evening, and it is this, that through the industry of our worthy Secretary we have secured the largest and most interesting meeting this Association has ever held, and I urge upon the members that they take this matter up and write it up and help the Secretary, in order that the Association may be built up and enlarged so as to take in the whole country, as was contemplated in its organization.

Mr. Hill: Your Secretary has now served the Association for one year, but I did not hear his report. If funds are available, would it not be proper to make him a small allowance for this year, which may properly be charged up to this Association? If the funds will permit it, I should like to see some compensation given to him for his services this year.

Mr. Lovejoy: The motion I made regarding his salary was to include the present year.

On motion, the convention adjourned, to meet in Chicago next year, at the call of the President and Secretary.

[Concluded.]

"The Billboard" is the only publication in the world devoted to fairs. It not only reaches all fair managers every month, but every exhibitor, concessionaire and horseman as well. In fine, it reaches everybody interested in fairs, covers the entire field thoroughly and is the natural and only advertising medium in it.

Announce your purses in "The Billboard." More horsemen read it regularly every month than are reached by all the horse papers combined. This is a fact.



## Balloon Ascensions and Parachute Leaps For Fairs, Fetes and Celebrations.

Either Lady or Gentleman Aeronauts

We are reliable. Nothing stops us or prevents ascension except a hurricane or a pouring rain. For terms, address the champion,

**PROF. E. STEVENS,**  
NORTH ADAMS, MICH.

## The Cincinnati Poultry Show.

The first annual Poultry Show of the Cincinnati Poultry, Pigeon and Pet Stock Association, held in Music Hall, Cincinnati, Feb. 8 to 15, attracted considerable attention even in this city of many attractions. As no successful show had been held in Cincinnati for eight or ten years, it was not without some doubts as to the outcome of this attempt, that its promoters undertook it. The success of the show, however, fully realized what was hoped for it, both in point of exhibit and attendance.

The enterprising men at the head of it can feel proud of their success. No more enthusiastic and capable worker in the cause of fancy poultry can be found than Mr. C. J. Ross, of Level, O., and the society did well to make him their Secretary. Mr. Frank C. Wright, of Mt. Healthy, O., is President of the Association—a man who has been in the poultry business for a number of years.

Horticultural Hall, where the show was held, is well fitted for an exhibit of this kind, being large and well lighted by means of a glass roof, and everything entered was shown to the best advantage. The chief and main part of the exhibit was in the poultry line, of course, though rabbits and pigeons were well represented. Everything of interest to the poultry raiser was to be seen.

The exhibit of incubators, feed grinders, feeding troughs, lice-killing machines, etc., had come direct from the New York Poultry Show. Little chicks, just out of the shell, were pecking friskily, unmindful of the disgusted hen who saw herself so beautifully supplanted. As is usual at such places, every fowl seemed to be trying to outcrow its neighbor, and the noise was cheerful, if confusing.

The incubator and brooder display was from the Prairie State Incubator Co., of Homer City, Pa., and consisted of incubators of various sizes, with self adjusting ventilators, appliances for turning the eggs, and everything complete as possible. One of the incubators had been stocked with one hundred and fifty eggs, so that they would be hatched during the show, and one hundred and forty-eight little chicks were successfully hatched, and given away as souvenirs.

The display of Buff Plymouth Rocks, by Prof. A. M. Sevil contained some very fine specimens of that breed. One of the largest and finest exhibits was made by J. R. Ross & Son, of Level, O. Mrs. J. H. Orbaugh, of Batavia, O., also had a very interesting exhibit, including some superb specimens of White and Buff Plymouth Rocks. A large variety of fowls were entered by the Westwood Poultry Yards, of Westwood, O. Among other exhibitors catalogued were: Chas. Leeds, College Hill, O.; E. M. Barnes, Pleasant Run, O.; I. T. Bryant, Oxford, O.; A. E. Brooks, College Hill, O.; J. Z. Bristow, Richmond, Ky.; J. R. Rockafellar, Brookville, Ind.; H. A. Cling, Cincinnati, O.; Clyde Hafer, Hebron, Ky.; H. Langhorst, Mt. Healthy, O.; W. W. White, Newport, Ky.; Samuel Purcell, Newport, Ky.; Fred H. Fuchs, Newport, Ky.; Mr. and Mrs. F. C. Wright, Mt. Healthy, O.; W. C. Wiley, Cincinnati, O.; F. Miller, Newport, Ky.; Riley & Hartough, Dale, Ky.; Geo. Corlies, Atlanta, O.; J. E. Rhodemyre, Portsmouth, O.; C. F. Chalfant, Salem, O.; Arthur Cunningham, Springfield, O.; K. S. Trimble, Middletown, Ky.; Lewis Ritchey, Georgetown, O.; F. J. Marshall, Middletown, O.; T. Sherlock, Jr., Cincinnati, O.; M. F. Morris, Lexington, Ky.; J. W. Power, Jr., Paris, Ky.; R. J. Stein, Wilmington, O.; L. A. Woodruff & Co., Pine Grove, Ky.; and John Heis, of North Fairmount, Cincinnati, O.

We regret that space does not permit us publishing the list of premiums. Messrs. F. J. Marshall and H. A. Bridge were among the judges, the former gentleman having been one of the judges at the World's Fair, and having a national reputation in that capacity.

MARK A. BONDY, Distributor and Sign Tacker,  
Detroit, Mich., 207 Cass ave.

## ALLEGAN County Fair! ALLEGAN, MICHIGAN.

Society out of debt, has the handsomest grounds in the State, exhibits open to six of best counties of State, and will be the banner fair of the State this year.

Now ready to contract attractions and privileges. Date,

**October 3, 4, 5 and 6, 1899.**

A. H. FOSTER, Sec., Allegan, Mich.

## C. H. Ganson.

Mr. C. H. Ganson, whose portrait we publish elsewhere in this issue, is President of the Ohio State Association of Presidents and Secretaries of Fairs. He is a man of many and diverse interests, and possessed of remarkable executive ability. In addition to several business ventures in Urbana, he gives his individual attention to his large farming interests.

He has been president of the Mad River and Miami Valley Fair circuit since its organization in 1891, and for twenty years past has occupied the position of president of the Champaign County Agricultural Society.

For sixteen years he was mayor of Urbana, a record almost unparalleled in all America. He enjoys a wide acquaintance among fair managers throughout the country, among whom he is recognized as a leader and indefatigable worker.

His tremendous capacity for work renders him, indeed, a remarkable man.

## Columbus Will Jollify.

The Capitol City of Ohio will hold an assembly in the early summer and she proposes to make it a hummer. She has set aside a whole week, which will be given over to merrymaking.

Beginning July 3 and continuing until the 8th, the city will be turned over to the keeping of The Elks' Street Fair and Trades Carnival. Anything the Elks do is done right; hence it goes without saying that the event will mark an epoch in the annals of the city.

Concessionaires, musicians, showmen and fair followers should address the director general, Al. G. Field, 563 E. Mound st., Columbus, O.

## Greatest Novelty of the Age.

The demand for novelties is greater to-day than ever before, and it tests the ingenuity of man to supply it. Not only does this demand exist in the trades, but also in the amusement world, and whoever invents a first class novelty will, if it is properly introduced, find in it a mine of wealth, for the American public do not keep a tight grip on their purse strings, when they see an article of value. Mr. W. H. Barnes, of Sioux City, Iowa, evidently had the above facts in view when he expended so much time, money and patience in training his elk to dive and perform other notable feats. He has already reaped some of the fruits of success. Of all the attractions at race meetings and fairs during the past season, none drew larger crowds nor gave more pleasure than did Mr. Barnes' famous diving elk. He opened the season May 1 at his home, and closed Oct. 6 at Owensboro, Ky. During that time he gave exhibitions in the section of the country, bounded by Canada on the north, by Kentucky on the south, by the Missouri River on the west and by the Atlantic Ocean on the east. Crowds flocked to see these animals perform feats which were nothing short of marvelous, and unstinted praise was awarded not only the elks but to their clever trainer, who had accomplished what a few years ago would have been deemed an impossibility. Not only do the elks dive from a platform fully forty feet above ground, but they are also broken to harness. The elk has heretofore been considered the dullest of animals, but it has been proved beyond the shadow of a doubt that they are by no means lacking of intelligence. Readers of "The Billboard" are fully acquainted with feats performed by these elk and many have wondered and admired them.

Managers of race tracks and fair associations should communicate with Mr. Barnes if they wish to secure this attraction for the coming year. Application should be made early, for the demand for the elks will be greater during the coming season than ever before.

For information and particulars apply to Will H. Barnes, Sioux City, Iowa.

As soon as dates are claimed they should be sent to the Secretary of the American Association of Fairs and Expositions for sanction. This not only prevents unwise cancellations, but protects the dates. In a few years the endless confusion and constant changes due to this cause will be entirely obviated by the association. Its authority is already generally conceded and next year its dictum will be accepted as final.

Racing seems to be a National sport in Venezuela, and the President of that Republic offers one-third of the prize money, which is now being trotted for. The races are held on Sundays, from February up to May 21st. The purses are large, and it might pay some of our stables to take the trip down there.

The Grove City (Ohio) Fair Association have decided to hold their fair this year in August, lasting eight days. This will include Sunday, and it is planned to have religious exercises on that day, which will be an innovation in the realm of fairs.

No matter what you need or want for the fair, advertise for it in "The Billboard."

## District Fairs in California.

This subject will receive considerable attention during the present session of the Legislature. The State was formerly divided into forty-five districts, and in '95 the appropriations for these fairs were vetoed by the Governor. It is said now that the Governor will approve of a law fixing not more than twenty districts in the State, distributed so as to accommodate the most people. The total appropriation for these is not to exceed \$80,000 annually. As a number of District Agricultural Associations and Farmers' Institutes have taken it into their heads to agitate this question, we can reasonably expect that something will be done.

The great exhibition to be held at San Francisco in 1901, has finally been christened, after much argument, and will be known as the Pacific Ocean and International Exposition. Its main object is to display the products of our newly acquired possessions.

San Francisco proposes to establish an Exposition at Honolulu, for the benefit of tourists. Word from a local source is to the effect that better hotel accommodations would be a necessity.

Iowa did without a State Fair last year, but will be more wise the coming season. At a recent meeting of the Iowa State Agricultural Society, held at Des Moines, the interest manifested in the affairs of the society was unusually lively. Six new Directors were elected, dates arranged, and everything gotten well under way for a successful fair August 25 to September 2. There is a plan on foot to have the business men of Des Moines join the association for the purpose of erecting a pavilion on the fair grounds for the exhibition and sale of stock under cover. It is an act of wisdom to make the weather a less important factor in the holding of a successful fair. A rainy spell has no right to break up the planning of half a year or more, yet in many cases it does. We read too often of the fair that was a failure on account of the weather, and as much as possibly can be, ought to be done to obviate this.

A few seasons ago, when attending a Kentucky fair, I happened to witness a baby show. Baby shows, by the way, are a good thing, and ought to be made a feature at every fair. On this occasion, there was one particularly confident and self-satisfied mamma, who was positive that her little one could not possibly be out-babied, and who was certain of the first prize. The child was a moderately fine one, and to add to it, the material parent had a special wardrobe prepared for the occasion, and a colored nurse to dress the little one in all the delicate finery of lace and silk that a fond mother could possibly procure. It was a little bunch of scented lace and cambie and ribbons when ready to be carried into the show ring. The judges happened, unfortunately (or fortunately, perhaps) to be men. And they had no better sense than to tie the blue ribbon, which was first premium, on a big fat baby, with laughing blue eyes, and dressed in a purple flannel dress and a black cash. "Feathers may make fine birds," but they don't make fine babies.

"None but the brave deserve the fair," read Farmer Longfurrow. "That's right," he said emphatically. "A fair's too blamed good a thing for the cowardly sneaking mortal to enjoy. Them poets do hit the truth once in a while."

## Tennessee.

The people of Tennessee are awakening to the fact that a State Fair would be a good thing for them. Rich in minerals, timber, and soil for grazing and agricultural purposes, they realize that a permanent State Fair at Nashville would mean much to them in many ways.

It is said that the State Fairs in New York, Ohio, and many other places do not pay as they formerly did, but this may be owing to the fact that amusements have been overdone in those States, while in Tennessee it is different, and the people are not satiated.

A well conducted and attractive agricultural and mechanical exposition at Nashville would be a drawing card for years to come.

"The grounds and buildings of the exposition of 1898, at Omaha, have been purchased by a company formed to hold an exposition this year to be known as the Greater American Exposition of 1899." The exposition is to consist of exhibits from the new possessions of the United States. Resolutions have been presented to Congress to gain recognition for the project, and to request the admission of the exhibits duty free. It is proposed to open the exhibition on July 1st, and close it on November 1st. It hardly seems as if the time has arrived for an exhibition which deals with our newly acquired territory. Everything is at present in such a chaotic state, and we doubt very much if an adequate display can be made.—Scientific American.

## Missouri.

Missouri is also agitating the question of organizing a permanent State Fair. The proposed fair grounds would occupy a large tract of land donated by the city, for that purpose, and would also be utilized by the National Guard of Missouri for a place of encampment. Those most interested believe that when brought before the Legislature the bill will be passed, but there is a great deal of opposition.

The Coyoacan Agricultural Exposition has just been held at Coyoacan, Mexico, President Diaz being present, and distributing the prizes. The President and his party made their way to the grounds in two special, but ordinary street cars, which were taken there by numerous switchings, so that the Presidential party would not need to change cars. This seems to be a bugbear, even in Mexico. The whole occasion of the President's advent into the Exposition grounds was marked by a dearth of unnecessary display, and bordered upon primitive simplicity. His arrival was awaited by a crowd at the Exposition Building steps, including many Americans who were eager to see this famous statesman. The prizes consisted of handsome medals, and diplomas. The President and his party, including a number of prominent Mexicans, visited and examined most of the exhibits, and of course were specially interested in the excellent exhibits of the Mercon Colonists in Chihuahua, their exhibits being, in fact, the very best in the whole collection.

The people of Buffalo seem to be wide awake and generous. They are subscribing for stock in the Pan-American Exposition at the rate of \$100,000 a day. Of course, this is not to last for very long, but the amount asked will soon be entirely made up. The exposition to be held in 1901 is now a certainty, and so is its success.

Kansas is agitating the question of holding a State Fair at Topeka, and will ask the Legislature to appropriate an annual guarantee premium fund of \$200,000. A committee has been appointed to urge this before the Legislature.

Beautiful Jim Key, the horse that talks, counts and writes, can be engaged for a special feature at fairs. See advertisement in another column.

Keep your eye on the Jackson County Fair this year at Lee's Summit, Mo. It will be a hummer. The total attendance is estimated will be full short of 60,000. For space and premium list advertising rates, address Lewis Lamkin, Jr., Secretary, Lee's Summit, Mo.

E. J. Conger, Manchester, Iowa, wants to hear from lithographers and printers who make a specialty of fair posters and advertising novelties for fairs. Mr. Conger is the able and popular Secretary of the Delaware County Agricultural Society.

Julian Churchill is Secretary of the Avon Fair, at Avon, Ill., again this year. Under his supervision this fair has grown to be one of the best in the State, bar none.

On Washington's Birthday there was held a genuine Indian Scalp Dance at Angel's Camp, Cal. What this had to do with the entrance into this world of the immortal George, and how appropriate such a dance was in an angelic abode of any kind, we fail to comprehend, being uninitiated in the laws of the Improved O. R. M.

There seems to be some difficulty about the place of holding the next meeting of the National Live Stock Association. Fort Worth claims the honor, and says that the securing of the convention is a matter of congratulation by the entire community; while Denver maintains the meeting, and accuses Fort Worth of attempting to hold a "side-show."

Last season the only lady holding a prominent office in any fair association in America was Miss Gertrude Williams, of Taunton, Mass. Miss Williams has been re-elected Secretary for the season of '99.

The Wisconsin State Association of Fair Managers held a meeting in February at the capital. John M. True, of Baraboo, was elected President. The chief object of the meeting, aside from the election of officers, was to discuss the subject of fairs, and arrange for the coming season.

"The Billboard" reaches all the large manufacturers of agricultural implements a month. They use exhibiting space, they buy space in premium lists. Your advertisement in "The Billboard" will reach them.

The State Federation of Labor of Kentucky has appointed a committee to confer with the Louisiana Purchase Fair managers in regard to aiding the enterprise.

Every poster printer and fair publishing house in America subscribes for "The Billboard."

Dates and official rosters are published in our official fair list free of charge. Send in yours.

Atlanta gets the Georgia State Fair. The State Agricultural Society met February 16 and voted unanimously in favor of it.

It is all very well for the agricultural press to theorize, moralize and sermonize on the subject of fair-management, but after all is said and done the practical fair manager knows that the fair has got to get the crowds or fail of its purpose. The people do not go to the fair to be taught nor to be preached to. Recreation and amusement are the prime factors in securing their attendance. The astute and discerning manager will see that his posters and hangers promise plenty of both.

The space given to the United States at the Paris Exhibition is 217,000 square feet, while applications to Commissioner Peck from American exhibitors even now exceed 700,000 square feet. The exhibit of agricultural products will be of vast importance. The Secretary of Agriculture says in his official report that we will now have a chance to give the people of Europe a knowledge of the extent and variety of our agricultural resources.

The poster, the hand-bill and the premium list are the natural and only necessary advertising mediums of the fair. Newspapers and countless other plans and schemes have been tried repeatedly, time out of mind, but have proved failures. Pin your faith to the old, time-tested methods. Post your territory liberally, distribute your programmes and lists thoroughly and judiciously, and the fair will be a success. It can not fail.

"The Billboard" is for sale at all the principal news stands and book stores throughout America. Trade supplied by the American News Company and its branches.

Claim your dates. Claim them now. In any event, claim them before March 15.

One of the features of the Paris Exposition in 1900 will be a fully equipped American daily newspaper office. English newspaper men who have never visited this country express the opinion that such an exhibit by the American journalists will attract more attention than anything else in the whole show.

"The Billboard" is the only paper in America which covers the entire field embracing Agricultural Fairs, Street Fairs, Food Shows, Expositions, Poultry Shows, etc. It is the only advertising medium that the manager of any of the above functions can use profitably to voice his preliminary announcements, publish his inducements and express his needs and wants. It is regularly read by every fair follower in America every month.

Chas. D. Gray, the professional organizer and director of expositions, festivals and fairs, is located for the season at 405 Call Building, San Francisco, Cal. His experience dates back twenty-five years, his advice is valuable, and his consultation fees and advisory letters reasonable.

If you are a manager and have anything to say to the manager of other fairs, say it in "The Billboard" and they will all (every one of them) see it, for "The Billboard" reaches them all.

Send in your dates. We publish them absolutely free of charge.

## FOR SALE!



**THE SMALLEST STEAM RAILROAD IN THE WORLD,**  
Carrying 20 Passengers. Using Coal for Fuel.

Locomotive, 5ft. 3in. L., 18in. W., 28in. in Height; Tender, 3ft. 4in. L., 20in. W.; Ten Passenger Cars, each Car 4ft. L., 18in. W., and capable of carrying two passengers; the gauge of track 12in. W. Can be operated by a child, either upon a straight or circular track from 50 feet to 100 miles. For Parks, Seaside and Pleasure Resorts the greatest money maker of the 19th century. Order immediately for season of 1899.

**MINIATURE RAILROAD CO., Incorporated.**  
301 Broadway, New York City.  
Gold medal awarded by Trans-Mississippi Exposition, Omaha, Nebraska.

75 Styles Electric Belts, 6cts. and up. One-third cash required. ELK. APPLIANCE CO., Burlington, Kan.

**MARK A. BONDY** Distributor and Sign Tacker, Detroit, Mich. 397 Cass ave.

500 Letter heads, 500 cards and 500 envelopes, good quality and good printing, for \$2.50. Frank Harding, Pub., Whitestone, P. O., N. Y. City.

# THE CURRAN COMPANY,

## CITY BILLPOSTERS AND DISTRIBUTORS

Own all billboards and uses uniformed distributors.

Denver, Pueblo, Colo. Springs, and surrounding towns.

General Office, Denver, Col.



## Proceedings of the Western Ohio Fair Managers.

### Meeting at Van Wert, Ohio, Feb. 8th.

At 10:30 o'clock quite a large number of fair officers assembled in the magnificent court room at Van Wert, Ohio, and were called to order by the President, A. Harrod, of Lima.

Hon. G. M. Saltzgeber, of Van Wert, was introduced, and gave an address of welcome to the visiting brethren. He said it was his pleasure and privilege to welcome the fair officers of Western Ohio to the best agricultural county in the State, and also to the home of one of their honored citizens, who was known throughout the State, and recognized as a successful fair manager, both in his own county and as a member of the State Board of Agriculture. He referred to Hon. J. S. Stuckey.

The welcome put sociability in the air. Secretary Halfhill, of Mercer County, responded in a few appropriate remarks.

Gentlemen—It has been given to me upon this occasion to speak briefly to my fellow officers and co-workers of the Western Ohio Fair Managers' Association.

As its President I feel it my duty to congratulate the members upon its rapid growth and undoubted usefulness and influence upon the fairs of Ohio. Although scarcely eighteen months since its conception at Ottawa, it is able to stand alone and write upon the statute books of Ohio, and its constitution has the strength and power to grasp and bind the eighty-eight counties of Ohio into union.

The county, State and Nation have recognized the fair as an institution among men, and one that acts as an important factor and aid to civilization and progress. The true object of the fair is to show the changes of years; the contrast between the old and the new; the differences between skilled and unskilled labor, and the products of the soil upon which we live; and in order that this result may be brought about careful attention must be given to its management. This management devolves upon men; therefore, intelligent men are required; men of brain and principle, not men who have no time for improving and better qualifying themselves for their duties; not men who seek glory and notoriety at small expense; not men who are selfish and ready to be the first to fleece their society; not men who want place merely for the privilege of placing themselves on exhibition during the days of the fair; not men who will vote to buy the largest and most expensive director's badge that can be found in the catalogue; not men who want everything done by a committee, large enough to include them; not men who want their cousins and their aunts to be assistants, etc., with dinner tickets, etc., at the expense of the fair; not men who claim to be self-made and think too much of the job; not men who will not spend one day in the year to attend a Fair Manager's meeting.

The fair officer should be a man who is energetic, enthusiastic, and a hustler. He should be a man who has accepted the position for the good he can do his fair, and who has and will take the time to fit himself for his task. The man who is found pushing his fair three hundred and sixty-five days in the year is the man who deserves re-election and a reserved seat in the grand stand of St. Peter.

The man who has no ax to grind, nor fathers a scheme of any kind, will be the man who is bound to stay, and lead the ticket on election day.

We are living in an age of the world which requires broader and keener men in every vocation of life than ever before. The fair is a combination and exhibition of many arts and industries. Many of the vices with which they have been afflicted are disappearing, and a new era is dawning. Those fairs that fail to heed or read the handwriting on the wall will go to the wall, as they deserve to go. Today the masses of the people are strongly against the dissipated fair, while on the other hand they are more thoroughly convinced of the need of these moral and progressive institutions. The director who does not make this subject a study, or fails to acquaint himself with the details, will be a failure. In nearly every county of the State the fair is the great social event of the year. It is when and where old friends meet and tell to each other the story of the year. Let the Fair Managers of Ohio resolve that these institutions, of, for and by the people shall not degenerate or perish. Let each man go from this meeting decided and determined that his fair of '99 must be a success, and that new features must be introduced and carried out.

This association has a broad field in which to work, and is a school for the benefit of fair officials, but like other schools those who are brightest of their class are regular in attendance, while those who need it most are not always present.

The fair would be the better if these men who act as brakes upon the wheels of progress could be replaced by men whose intelligence would stamp them as men who are eight thousand miles through and twenty-five thousand miles around.

The President then delivered the annual address. Mr. Harrod said: (See Exhibit "A.")

1. A. F. Paul, President of Putnam County Fair, discussed the subject of "A Ticket System for Fairs." He emphasized the fact that this was a point that should be most thoroughly guarded, as laxness on the part of officers at this point will cause a greater leakage than at any other in the receipts of the fair. He then explained and advocated the system adopted by his own county, which, summarized, is as follows:

1. No family tickets sold.
2. No complimentary tickets issued.
3. A pass book for persons absolutely entitled to gate privileges.
4. A different badge each day for helpers, not good at gates.
5. A coupon badge ticket for general admission; coupon entitles holder to pass gate

and is torn off. Badge part must be worn conspicuously.

6. Every person on grounds to have a badge or give an account of himself, as under this system there is no excuse for any one who has entered the grounds properly for not having credentials of some kind.

7. A membership ticket, which will entitle holder to make entries and right of suffrage. Price 25 cents, limited to residents of county, and not good for admission.

Discussion by J. S. Stuckey, who said that this was a matter that was agitating the Van Wert Board; they were anxious to get away from family ticket nuisance, which should properly be called "neighborhood ticket," and was confident that gate receipts would be greatly increased if this could be done.

Perry Foelt stated that Auglaize County was afflicted in the same manner, but was afraid that patrons of fair would not be satisfied with a change; that much imposition was practiced in the use of helper's badges and privileges, and commended system adopted in Putnam County.

C. W. Halfhill stated that the family ticket system was very satisfactory to Mercer County Fair. That it was the cause of very large attendance, and found it could pay its premiums, etc. That the cheaper the more popular would be the fair, and that Mercer County was not desirous of making any change.

O. D. Swartout stated that a farmer had driven up to the Van Wert Fair gates, with hay rigging on his wagon, loaded with his family, which numbered about nineteen or twenty persons. He presented a family ticket. Upon inquiry he stated that only his family were on the wagon. He was permitted to drive in, although it was noticed that some were black and some white.

A number of other counties made reports as to their ticket system, and, with two or three exceptions, all seemed to be willing to get something better than the neighborhood ticket. The committee appointed one year ago on legislation made its report.

Two bills had been made a law through its efforts, viz.: 1st. A bill authorizing the County Commissioners to insure fair ground property without cost to the society. 2d. A bill authorizing the County Commissioners to make a levy not to exceed one thousand dollars in any county, for the support of the fair. That some twenty-two counties had contributed money to defray expenses of committee, but that the funds raised was not enough by about six dollars, which sum the Mercer County Board had generously made up.

The hour of noon having arrived, the meeting adjourned, and all visiting brethren invited by the members of Van Wert Board to Hotel Marsh, where a very sumptuous dinner had been specially prepared for the occasion.

(Continued in Next Issue.)

The question of holding a State fair in Massachusetts this season was left undecided at the recent meeting of the State Agricultural Society. It is quite likely, though, that a fair will be held, and \$10,000 appropriated for premiums. Officers were elected and Mr. J. D. W. French, of Boston, the newly chosen President seems to be of the opinion that the amount of money expended on the fair might be put to better use for the benefit of the farmer. We can assure Mr. French, most decidedly, that he is mistaken. He really does not seem to know what a fair is to the farmer, and if he planned from now to the end of time, he could not devise anything that would take the place of this time-honored institution, either in point of attractiveness, or utility.

Waterloo, Iowa, is to have a new track, built in the same shape as the letter "Q." This novel idea of a track will be carried out owing to a lack of space, and it is thought that it will be successful. The grand stand is to be placed where the straight line joins the oval.

## Dissatisfied.

Certain Solicitors Growing Unpopular in Ohio.

### BAD STATE OF AFFAIRS.

Which Call for Investigation and Relief.

For some past there has been a growing dissatisfaction existing among the Ohio Bill Posters regarding the irregular and uncommendable practice of one official soliciting firm and two bill posters. The following letter from Mr. Tyner, of the Ohio Board of Arbitration, was written to Mr. Tirrill, not for publication, but it so well expresses the temper of the bill posters in Ohio that Mr. Tirrill sends it to us for publication, and requests us to say that he endorses it.

It is pleasing to note that there is a disposition manifest among bill posters to take the running of the association into their own hands, to openly and fearlessly express their opinion, and to assert their rights boldly: Springfield, O., January 30, 1899.

Brother Tirrill:

Enclosed you will find a letter which I received last week, which will explain itself. Please read it and return it, telling me what you think of it. You know that I have always contended that this was what the majority of the so-called solicitors were doing, and that this was just what they were after when they got the commission raised to sixteen and two-thirds per cent., so there would be enough to enable them to offer the advertiser a reasonable divy, and still leave themselves (the robbers) a good commission.

I investigated one deal at my own expense, and went far enough to know that I was on the right track. I found out that the solicitor was dividing the commission with the advertiser at the expense of the bill posters. I also know of another deal that was made the same way, and was a clear steal, regard-

less of the great squeal the solicitor made about his expenses for securing the work for the bill posters. I am satisfied that this was nothing but a case of "bunko," good and strong.

I will say to you that I have pretty thoroughly investigated a number of deals where the solicitor has made such a to-do about his hard work, and his great expense in landing big jobs for us poor bill posters, and that we did not appreciate how much we owed to the poor hard-working solicitor, who was losing so much sleep and so many dollars, and aging so fast all for our benefit.

Well, brother, my investigations show that this same daylight robber has been holding us up and bunking us in grand style, without any trouble or expense other than a few stamps and the writing of a few letters, and pulling in of a nice roll of the long green. That is what they are trying to do every day. As soon as they hear of a new firm going on the boards they are after him with a proposition to give them the work to send out, and they will whack the commission; which nine times out of ten lands the work, at the expense of thousands of dollars to the bill posters of the country.

I personally know of one case where this thing has been tried, and came near driving off the boards one of the best patrons we ever had. This same thing is going to cause the association a lot of trouble, and if there is not something done to remedy it it will break the association up as sure as two and two make four, for we all thought that the solicitors were appointed to make business, not to kill it as they are doing.

You know what was said to us by the Snider Preserve Company about the sixteen and two-thirds per cent. Well, that is the way the majority of the advertisers think about the matter, and they are right about it. The commission, since it has been abused, has done much harm to the association, a fact that all will have to admit in the near future.

I am an advocate of solicitors, but not as they are now. There is no sense or business about making every bill poster a solicitor, without giving bond or security that they will pay. Anybody can go ahead and work some big advertiser into letting his work go out under his name, and divide the commission, and then pay this "stiff" every month for all the work sent out, and then we (as in the case of Hood & Co.) we get the finger for from two to six months' billing.

Brother, you can easily see what a nice pile of money there is in it for Hood.

There should not be more than four solicitors appointed by the association; one in each point of the compass, and each one should be made to put up gilt edge security for \$5,000, to insure payment of all bills contracted, and if any one of these solicitors at any time be found to have agreed in any way to split the commission with any advertiser, he should be made to forfeit a good sum to the treasury of the association, and lose his appointment.

As it is now, any solicitor can do with us as he d— pleases; divide commission, keep you out of your pay for posting, or any old thing he wishes, and the association and the bill posters have no redress; nor is there any way to even up with the solicitor. This is all too one-sided and unjust, and the time is close at hand when our association will have to do something to remedy this mistake.

Business continues good. With kind regards and best wishes from all to all.

Very truly yours,  
H. H. TYNER.

## Additional Letters to Editor.

Correspondents will please note that we can not possibly publish all the letters sent us for insertion in this department. The most that we can find room for is twenty or twenty-five, if they are short, while we receive on an average of a thousand a month. Heretofore we have selected, so far as was in our power, the best—that is to say the most important and interesting. Henceforth we will endeavor to follow the same course, but with the following added conditions:

1. All letters must be written on one side of the paper only.
2. The names and addresses of all firms mentioned in letters must be given in full.
3. If the firms so mentioned are located in large cities their street address must be mentioned also.

Follow these conditions, write plainly and legibly, make your letter interesting to others in your line and we will endeavor to find room for it. Disregard these injunctions and your letter will go into the waste basket along with anonymous communications. Letters written purely and palpably with a view to securing advertising and evading payment therefore.

Once more we will say that we are always glad to get letters, the more the better. Everyone we receive is carefully read and considered. They keep us in touch with the business, acquaint us with abuses to be corrected, advise of measures needed and in fine enable us to edit the paper and shape its policy in the interest of our readers. Our "pointers" and "tips" are obtained almost entirely from this source.

If your letter is not published, do not get mad about it, but sit down and write another and better one.

Lincoln, Neb., February 2, 1899.

Editor of "The Billboard":  
Seeing in the January "Billboard" an article written by Mr. E. H. Rydall, Manager L. A. D. & A. Co., of Racine, Wis., about the Dr. Shoop Co., of Racine, Wis., we wish to give a little experience we have had with the Dr. Shoop Co. It is very amusing to see the distributors pined to starvation wages. For instance: They wrote to Mr. Nye several months ago for prices for distributing here in Lincoln, at the same time saying that \$1.50 per 1,000 was all they would pay. Then shortly afterwards, they corresponded with me (A. Proctor) not knowing that Proctor & Nye

were in the distributing business together. They even went so far as to have me (A. Proctor) sign a contract, etc., and then later on wrote me saying that I would be given the next distribution of their booklets here in Lincoln. At the same time, the Dr. Shoop Co. was corresponding with the Lincoln District Telegraph Co. to do distributing and sent the matter to them with a letter instructing them when they sent in their bill for the work, they were to make it out for \$1.50 per 1,000, but that they (The Dr. Shoop Co.) would pay \$1.75 per 1,000. The next day the L. D. T. Co. turned the distribution of booklets over to us. Although the Dr. Shoop Co. treated us rather shabbily, we gave them honest and faithful distribution.

Wishing "The Billboard" all the success in the world, and thanking you for past favors, we are, fraternally yours,  
A. PROCTOR & RICHARD NYE.

Newark, O., Jan. 27, 1899.

Editor of "The Billboard":  
I enclose you express order for subscription to your paper. I will not be without it. Business in my line has been very brisk the past month. I have been pushed to my fullest extent, working two men besides myself.

I have distributed the following: W. T. Hanson Co., 4,000; Chattanooga Med. Co., two distributions of 4,000; C. I. Shoop, two distributions of 5,800; Dr. Jaynes, 1,000; Chamberland's, (local), 2,000; Kid-Ne-Oids, (local), 3,000; Tea Berry Tablets, Tea Berry Co., Newark, O., 3,000; Dr. Burkhardt, 5,000 samples; Foster-Milburn Co., Buffalo, 3,500; covered the county for the Chicago Bargain Store; made two distributions for the Myer Bros. Co.; distributed 5,000 for Dr. Miles, and have also contracted with the Kondon Manufacturing Co. to cover the county. I have also done some sign-tacking, and have distributed 6,000 in small lots for local business men, which shows that they do not forget me at home.  
E. O. BURROUGHS.

Wayland, N. Y., Dec. 22, 1898.

Editor of "The Billboard":  
May I say a few words in your paper? I am a cripple with the rheumatism; have not walked in twenty-eight years; engaged in the distributing business three years ago, because my health was better when on the road; so I oversee all work put out by my men.

In September, I wrote Dr. Burkhardt; also Kessler & Kessler, asking if they wanted any distributing done in Steuben County, and my route lay through the country and some large country villages, as well as railroad villages; I would distribute from door to door for \$3 per thousand. But they never answered my letter. No distributor can do good work for less, as it costs money to hire a team. The trouble is, the most of manufacturers want their work done for nothing, while others are willing to pay a good price and get good returns for the money invested. I remain, yours very truly,  
F. E. SHOWERS.

Burlington, Iowa, Jan. 23, 1899.

"The Billboard" Publishing Co., Cincinnati: Gentlemen—Please publish, that the Merrill-Soule Co. received very poor work in this city; the work being done by an old man, who dropped the books on the steps, porches and even threw a good many over the bluff. I am sure this will bring no good results, and is only harming my business. I have sent at least six letters to the Merrill-Soule Co., but have never received a reply. Coon & Hays' work was also poorly done; their own men did the work.

Business has been rather dull with me; hope it will pick up in the spring. I have always been well pleased with your valuable paper; would not be without it for anything.

Wishing you success in the New Year, I remain, very truly yours,  
A. E. DRIER,  
Memphis, Tenn.

Portland, Oregon.

Editor of "The Billboard":

We take the liberty of enclosing a letter addressed recently to one of our workmen from a company calling themselves The Manufacturers' Advertising Company, of New York. It had no effect upon him, and he did not join, but a few days later the manager of our distributing department, Mr. Todd, was visited by a rather promising appearing young man who introduced himself as a member of the said company, and stated that he had received 500 pieces of Cascade advertising shipped him from the Manufacturers' Advertising Company, to be distributed in this city and after receiving the work he found that it required a license of \$100 per year to do such work in our city. He wanted to make arrangements with us, if possible, to be allowed to put out this work. He frankly stated that he had paid \$3 to become a member. This first distribution of 500 he would have to put out gratis as a test of his integrity, expecting afterwards to receive large quantities of work to put out at the rate of \$4 per 1,000, and seemed very much surprised to see the quantity of work being distributed through our distributing department at one-half that price. We have no doubt that the young man will be a long time waiting for that work. We think it a shame that such schemes should be allowed to float in this broad country of ours with impunity. It seems to us there must be some way of stopping such. No doubt you are better versed in that line than we are. Hoping you will give this your kind attention, we are, respectfully yours,  
NORTHWEST B. P. CO.

P. S.—The advertising herein mentioned that the young man, Mr. Whelan, wanted to distribute, came originally from the Sterling Remedy Company.  
Rensselaer, Ind.

Editor "The Billboard":  
I have my third shipment of Battle Ax and Duke's Mixture—8 twelve-sheets of Battle Ax, 3 eight-sheets Duke's Mixture, 4 twenty-sheet stands, 50 two-sheets Duke's Mixture, 25 large banners and 100 tackers for Battle Ax. Total, 300 sheets for this week. Have contracted for 140 sheets from the American Bill Posting Co., of Chicago. Very truly yours,  
G. W. SPITTER.

## Poster Printers

The dissention in the National Printing and Engraving Company, of Chicago, is over. The faction lead by E. H. McCoy won out triumphantly. Readers of "The Billboard" will be glad to hear of it, for Mac was once a bill poster. In a recent letter he says: "Away back in the '50s or '60s—or maybe it was in the '70s—anyway, it was when Bob Campbell was having his board paid by Adam Forepaugh, the writer began his career in the show business, with a two-wheel paste cart, and a six-inch whitewash brush with a rake handle to it. This was in Ottumwa, Iowa, and from that time until this, I have had a kindly feeling for everything and everybody connected with bill boards and various other industries that require paste in transacting their business."

Hennegan & Co. still keep adding to their equipment. A mammoth 54-inch Brown & Carver cutter is their most recent acquisition. A finely furnished new office and counting room is also worthy of notice.

The Donaldson Litho. Co. has recently gotten up a series of new streamer letters that are worth traveling miles to see. They have demonstrated that there is something new under the sun, even in wood type. These letters were all engraved in their establishment and are copyrighted. They have also evolved a new idea in a mammoth date that will create a sensation.

Sooner or later poster printers will have to adopt measures tending to modify the lavish display of the feminine form devine on their handiwork. Dissatisfaction is growing more pronounced every day in every section of the country.

At present formidable crusades are "on" in Boston, Providence, Newark, San Francisco, Stockton, Atlanta, and in small towns too numerous to mention.

In matters like this an ounce of prevention is worth a pound of cure, and the show printers ought to take the initiative in a movement looking toward means that will quiet the nerves of the purists.

Eastport, Me., has histrionic bill posters. They organized a dramatic club and produced "Behind the Scenes" at the opera house last month. It is said the performance was a very creditable affair.

The bill posters of Havlin's Theatre in St. Louis recently covered the paper of the Exposition Music Hall, and Alexander Comstock has sued for \$5,000 damages. Comstock is running the Exposition establishment, and in his action he includes Havlin and Jacob Litt, whose "In Old Kentucky" was the current attraction at the Havlin house. Mr. Comstock in the role of a plaintiff is a sufficiently uncommon figure to attract attention.

Jas. McGuiggan, city bill poster of Vicksburg, has the best references of any bill poster in Mississippi.

Distributors will do well to inquire into the merits of the Buffalo Foot Cycle. Their advertisement appears on another page. This cycle skate is said to facilitate walking greatly and reduce the fatigue of long distances to the minimum.

### Beautiful Jim Key.

During the past few days, Beautiful Jim Key, the wonderful Educated Horse that drew thousands to the fairs at which he was the chief attraction last year, has been at Nashville, Tenn., giving an exhibition under the auspices of the Humane Society there in the big Auditorium, that seats 6,000 people, and the audience filled it at each performance. The papers gave large space to his wonderful exhibition, and so much talk and interest was created that the horse has been re-engaged for an entire week. It is the only time, the papers say, that the Tabernacle has ever been filled since Sam Jones, the revivalist, who built it, left.

The Park or fair that secures Beautiful Jim Key certainly will be fortunate, for it is an exhibition of such a high and refined character that it pleases and delights everyone. Mr. Rogers, the owner, is not a show man, but a New York business man, who is a great lover of horses. He is now making up a circuit of parks and fairs for 1899, and we advise all park and fair managers to write him immediately. See his advertisement on another page.

**GREAT BEND, KANSAS** is booming. All the big crops for two years. It will pay to advertise in Great Bend now. We do all billposting and distributing ourselves and guarantee it. **MAYER BROS., Great Bend, Kan.**



**Good Muslin Signs**  
Cheap by Mail.  
One or more; any size.  
Hand painted.  
Send for sample and price list.

**ACME SIGNERY,**  
WURTSBORO, N. Y.

**Our Motto**  
**NO SATISFACTION! NO PAY!**  
ADVERTISERS, write us and we will tell you, what we can do in the way of **BILLPOSTING, DISTRIBUTING, ETC.**  
**BATESVILLE ADVERTISING CO.,**  
BATESVILLE, IND.

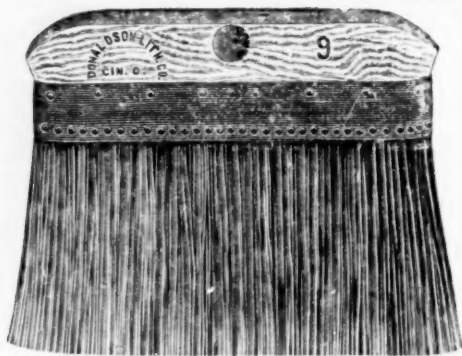
**J. P. GRAY,** BRIDGTON, MAINE,  
DISTRIBUTES ADVERTISING.  
And does it right.

Send for Samples of Bill Poster's  
**LETTER HEADS.**  
**CROSS PRINTING CO., CHICAGO.**

**CHAS. C. CASS,** Queen City, Mo., will do honest matter in Schuykill and Adair Counties, with a population of 50,000. Also signs tacked. Rates—Distributing, \$1.75 to \$3.25 per 1,000; sign tacking, \$3.50 to \$5.00. A trial will convince you.

**NEWTON,** Jasper County, Ia., is a good town to distribute. I am the only distributor here. All work first-class. Pop. 3,500.  
**F. N. PENDERGAST.**

## BILLPOSTERS' PASTE BRUSHES.



This is our celebrated "UNEXCELLED." The Best Paste Brush made. Popular everywhere on account of its great durability.  
PRICES—8 in., \$2.75 ea.; 9 in., \$3.00 ea.; 10 in., \$3.25 ea.

THE DONALDSON BRUSH is manufactured especially for us, and is fully warranted. It is the cheapest GOOD brush you can find anywhere.  
PRICES—8 in., \$2.25 ea.; 9 in., \$2.75 ea.; 10 in., \$3.00 ea.

SEND YOUR ORDERS TO

**The Donaldson Litho. Co.**  
**CINCINNATI, O.**

Sole Western Agents for the Celebrated Wire Bound Brush.



THE "PERFECTION CARD" MACHINE.



THE CHANGER. 3'.

## SLOT MACHINES

Are Wonderful Money Makers.

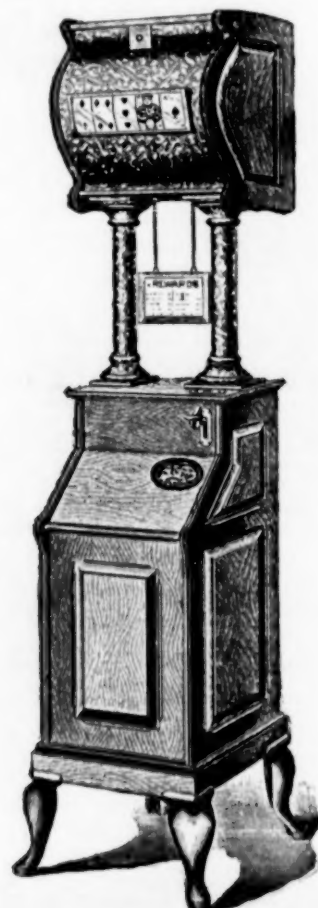
We manufacture a variety of twenty machines of different description. Write us about elaborate circulars and propositions. Our terms and prices will suit you.

## The Leo Canda Co.

727 Sycamore St., CINCINNATI, O.



THE SUCCESS. 14.



THE JUMBO GIANT.

**LIST OF FAIRS.**

This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely Free of Charge.

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**ALABAMA.**

ANNISTON, ALA.—Northeast Alabama Fair Association. Nov. 7 to 11. W. F. Higgins, pres.; Howard W. Sexton, cor. secy. (Fair grounds at Oxford Lake.)

**ILLINOI**

AVON, ILL.—Avon Annual Fair. Sept. 5 to 8. Julian Churchill, secy.  
 BELLEVUE, ILL.—Bellevue Free Street Fair. Sept. 18 to 23. L. E. Tieman, secy.  
 CHAMPAIGN, ILL.—Champaign County Agricultural Board. Aug. 29 to Sept. 1, 1899. H. H. Harris, pres.; John N. Beers, secy.  
 LE ROY, ILL.—Le Roy Fair & Agricultural Association. Sept. 4 to 8. Oscar Bonnett, secy.  
 MATTOON, ILL.—Free Street Fair. Oct. 4 to 6, 1899. Sam Owings, secy.  
 MT. STERLING, ILL.—Annual Brown County Fair. Aug. 1 to 4, 1899. G. L. Brockman, Mt. Sterling, Ill., secy.  
 SPRINGFIELD, ILL.—Illinois State Fair. Sept. 25 to 30, 1899.  
 WOODSTOCK, ILL.—McHenry County Agricultural Board. Aug. 24 to Sept. 1, 1899. A. S. Wright, secy.

**INDIANA.**

MADISON, IND.—Madison Fair Association. Aug. 15 to 18.  
 MUNCIE, IND.—Muncie Street Carnival, Art and Industrial Exposition. June 5 to 10. J. K. Ritter, chairman; F. L. Waghtell, secy.

**IOWA**

ALGONA, IOWA—Kossuth County Fair. Sept. 19 to 23. J. W. Walworth, pres.; W. H. Bailey, treas.; G. F. Peck, secy.  
 BELLE PLAIN, IOWA—Big Four Fair. Sept. 5 to 7. A. Montgomery, pres.; C. H. Washburn, secy.  
 CARROLL, IOWA—Carroll Fair & Driving Association. Aug. 15 to 18. A. L. Wright, pres.; H. A. Junod, secy.  
 DES MOINES, IOWA—Iowa State Agricultural Society. Aug. 25 to Sept. 2. Hon. Geo. Van Houtan, Lenox, Iowa, secy.; Gid. Elyson, Des Moines, Iowa, treas.  
 NEWTON, IA.—Jasper County Agricultural Society. Sept. 4 to 7. A. Fallor, secy.

**KANSAS.**

HIAWATHA, KAN.—Brown County Fair Association. Aug. 29 to 31. Grant W. Harrington, secy.

**KENTUCKY.**

BARDSTOWN, KY.—Nelson County Fair. Aug. 25 to Sept. 1. J. B. Bowles, secy.  
 GERMANTOWN, KY.—The Old Reliable Germantown Fair. Aug. 23 to 26. S. W. Bradford, pres.; John R. Walton, secy.  
 LAWRENCEBURG, KY.—Lawrenceburg Fair Association. Aug. 15 to 18, 1899. J. W. Gaines, secy.  
 LOUISVILLE, KY.—Louisville Driving and Fair Association. Sept. 25 to 30, 1899. Frank P. Kennedy, secy.

**MAINE.**

TOPSHAM, ME.—Sagadahoc Agricultural & Horticultural Society. Oct. 10 to 12. B. M. Patten, pres.; L. E. Smith, Brunswick, Me., treas.; W. S. Rogers, secy.

**MARYLAND.**

TOLCHESTER BEACH, MD.—The Kent & Queen Ann's County Fair. Aug. 22 to 25. G. E. Noland, secy.

**MASSACHUSETTS.**

BROCTON, MASS.—Brocton Agricultural Society. Oct. 4 to 7, 1899.

**MICHIGAN.**

ALLEGAN, MICH.—Allegan County Agricultural Society. Oct. 3 to 6. Burrell Tripp, pres.; Chas. Miner, treas.; A. H. Foster, secy.  
 REED CITY, MICH.—Tri-County Exposition. Sept. 19 to 21. T. R. Welsh, secy.  
 SAGINAW, MICH.—Street Fair. Sept. 26 to 29, 1899.  
 ST. JOHNS, MICH.—Clinton County Agricultural Society. Sept. 26 to 30. F. A. Travis, pres.; M. McDonald, clerk.

**MINNESOTA**

WINONA, MINN.—Winona Street Fair and Agricultural Association. Sept. 26 to 29, 1899. W. J. Smith, Pres. Wm. G. Reade, Treas. John Rose, Secy.

**MISSOURI**

LEE'S SUMMIT, MO.—Jackson County A. and M. Society. Sept. 12 to 15, 1899. E. T. Browning, Pres. Lewis Lamkin, Jr., secy.

**NEBRASKA**

BLOOMINGTON, NEB.—Franklin County Agricultural Society. Sept. 27 to 29. W. H. Austin, Franklin, Neb., pres.; J. W. Robinson, Franklin, Neb., secy.  
 MADISON, NEB.—Madison County Agricultural Society. Sept. 12 to 15, 1899. H. F. Barney, pres.; Geo. R. Wycoff, treas.; J. L. Rynearson, secy.

**NEW YORK.**

BATH, N. Y.—Steuben County Fair Association. Sept. 26 to 29. C. A. Shultz, secy.  
 DRYDEN, N. Y.—Dryden Agricultural Society. Sept. 19 to 21. S. G. Lupton, pres.; J. B. Wilson, secy.

ELMIRA, N. Y.—Chenung County Fair Association. Sept. 5 to 8. Geo. McCam, secy.  
 GENEVA, N. Y.—Geneva Fair. Sept. 5 to 8.  
 HAMBURGH, N. Y.—Erie County Agricultural Society. Sept. 12 to 15. Edward E. Hepp, pres.; Armor, N. Y.; John Kleopfer, treas.; Hamburg, N. Y.; G. P. Dick, Wilkink, N. Y., secy.  
 HORNELLVILLE, N. Y.—Hornellville Exposition. Aug. 22 to 25. Milo Acker, secy.  
 MARGARETVILLE, N. Y.—Catskill Mountain Agricultural Society. Aug. 22 to 25, 1899. T. Winter, pres.; J. H. Hitt, treas.; Wm. Mungle, secy.  
 NAPLES, N. Y.—Naples Fair. Sept. 19 to 21.  
 PENN YANN, N. Y.—Yates County Fair. Sept. 26 to 29. A. C. Angle, secy.  
 PRATTSBURG, N. Y.—Prattsburg Fair. Sept. 12 to 14. H. D. Graves, pres.; W. W. Babcock, secy.  
 SYRACUSE, N. Y.—N. Y. State Agricultural Society. September 4 to 9. Hon. Roswell P. Flower, pres.; James Docharty, secy.; W. J. Smith, treas.; Theo. H. Coleman, manager.  
 WALTON, N. Y.—Delaware Valley Fair. Sept. 13 to 15. Wesley Ellis, secy.

**OHIO**

CANAL DOVER, O.—Tuscarawas County Fair. Sept. 5 to 8. H. W. Streb, Canal Dover, O., secy.  
 CARTHAGE, O.—Hamilton County Agricultural Association. Aug. 15 to 19. Frank Fox, pres.; T. H. Huffman, treas.; D. S. Sampson, 340 Main st., Cincinnati, O., secy.  
 CILLICOTHE, O.—Street Fair. May 29 to June 3.  
 COLUMBUS, O.—Elks' Street Fair & Trades Carnival. July 3 to 8. Al. G. Field, Director-General, 163 E. Mound st., Columbus, O.  
 COLUMBUS, O.—Ohio State Fair and Industrial Exposition. Sept. 4 to 8, 1899. W. W. Miller, secy.  
 COSHOCTON, O.—Coshocton County Agricultural Society. Oct. 10 to 13, 1899. J. P. Darling, pres.; Corwin McCoy, treas.; Robert Boyd, secy.  
 GREENVILLE, O.—Darke County Agricultural Society. Aug. 28 to Sept. 1. J. M. Brown, Delisle, O., pres.; T. C. Maher, secy.  
 GROVE CITY, O.—Grove City Fair Association. Aug. 22 to 30.  
 LEBANON, O.—Warren County Fair. Sept. 12 to 15, 1899. Geo. W. Carey, secy.  
 MAKYSVILLE, O.—Union County Agricultural Society. Oct. 3 to 6. T. P. Shields, pres.; E. W. Porter, secy.  
 MINERVA, O.—Minerva Fair Association. Oct. 3 to 8. James Ackelson, pres.; E. M. Jerome, treas.; Thos. E. Booth, secy.  
 NEWARK, O.—Licking County Agricultural Society. Sept. 26 to 29, 1899. G. R. Taylor, pres.; I. M. Phillips, secy.  
 URBANA, O.—Champaign County Agricultural Society. Aug. 15 to 18, 1899. C. H. Ganson, pres.; H. P. Wilson, treas.; J. W. Crowl, secy.  
 ZANESVILLE—Street Fair. 3d week June, 1899.

**PENNSYLVANIA.**

BURGETTSTOWN, PA.—Union Agricultural Association. Oct. 3 to 5. W. W. Pyles, pres.; W. B. Sims, treas.; R. P. Stevenson, secy.  
 CARLISLE, PA.—Agricultural Association of Cumberland County. Sept. 26 to 29, 1899. Chas. H. Mullin, pres.; John Stock, treas.; W. H. McCrea, secy.  
 LEBANON, PA.—Lebanon Fair Association. Sept. 4 to 8, 1899. H. B. Loose, pres.; Dr. W. B. Means, secy.  
 MANSFIELD, PA.—Smythe Park Association. Sept. 26 to 29, 1899. J. M. Clark, Pres. W. P. Austin, secy.; W. D. Husted, treas.  
 MILTON, PA.—Milton Fair Association. Oct. 4 to 8. Edwin Paul, secy.  
 MT. GRETNA, PA.—Mt. Gretna Agricultural, Mechanical & Industrial Exposition. Aug. 14 to 19, 1899.  
 READING, PA.—Agricultural & Horticultural Society of Berks County. Oct. 3 to 6. James McGowan, pres.; Milford N. Ritter, treas.; Cyrus T. Fox, secy.  
 WESTFIELD, PA.—Westfield Fair Association. Sept. 12 to 15. Frank Strang, secy.

**TEXAS.**

SAN ANTONIO, TEX.—San Antonio International Fair Association. Oct. 28 to Nov. 8, 1899. G. W. Brackenridge, San Antonio, Tex., chairman.

**VERMONT.**

BRATTLEBORO, VT.—Valley Fair Association. Sept. 27 and 28.  
 MIDDLEBURY, VT.—Addison County Fair. Sept. 5 to 7.  
 WHITE RIVER JUNCTION, VT.—Annual State Fair. Sept. 12 to 14. George Altkin, Woodstock, Vt., pres.; N. B. Hazen, treas.; George W. Hoffman, secy.

**WEST VIRGINIA.**

CYAPKSBURG, W. VA.—West Virginia Central Agricultural and Mechanical Association. Sept. 5 to 7. T. T. Wallis, pres.; M. M. Thompson, secy.

**WISCONSIN.**

CHIPPEWA FALLS, WIS.—Northern Wisconsin State Fair. Sept. 19 to 22. M. S. Bailey, secy.  
 NEW LONDON, WIS.—New London Fair. Sept. 20 to 23. Henry Cannon, secy.

**CANADA**

MARKHAM, ONT., CAN.—E. R. Y. & M. Agricultural and Horticultural Societies. Oct. 4 to 6. R. C. Tefft, pres.; W. H. Hall, secy.  
 OTTAWA, ONT., CAN.—Central Canada Exhibition. Sept. 11 to 23. W. Hutchison, pres.; T. C. Bate, treas.; Edward McMahon, 26 Sparks st., secy.  
 RICHMOND, ONT., CAN.—Carleton County Agricultural Society. Sept. 13 to 15. John Craig, North Gower, pres.; William McElroy, Richmond, secy.  
 TORONTO, ONT., CAN.—Annual Exposition and Fair of Industrial Exhibition Association. Aug. 28 to Sept. 9. H. J. Hill, secy.

**ENGLAND.**

MAIDSTONE, ENG.—Royal Agricultural Show. June 19 to 23.

**Poultry Shows.**

ST. PETERSBURG, RUSSIA—International Poultry Show, Russian Society of Bird Dealers. May 13 to 28, 1899. Address Russian Ambassador, Washington, D. C.

**Expositions.**

BALTIMORE, MD.—Home Product Exposition. Autumn, 1899. Management of Baltimore Retail Association.  
 BALTIMORE, MD.—Big Sportsmen's Exposition. April 17 to 24, 1899. Address Maryland Sportsmen's Exposition Association, Carrollton Hotel, Baltimore, Md.  
 BUFFALO, N. Y.—Pan-American Exposition. 1901.  
 CLEVELAND, O.—Chamber of Commerce Exposition of Home Manufactures. April, 1899. Secy., Chamber of Commerce, Cleveland, O.  
 GLASGOW, SCOTLAND—International Exposition. May, 1899.  
 GREENSBORO, N. C.—Industrial & County Exhibit. Aug. 1 to 4, 1899. H. J. Elam, secy.  
 HAWAII—Hawaiian Industrial Exposition & Agricultural Fair. September, 1899.  
 NIAGARA FALLS, N. Y.—Pan-American Exposition, 1899. R. C. Hill, secy.  
 OMAHA, NEB.—Greater American Exposition of 1898. July 1 to Nov. 1.  
 PERTH, WESTERN AUSTRALIA—Western Australia Commercial & International Exposition. Autumn, 1899.  
 PHILADELPHIA, PA.—Exposition of American Manufactures. 1899. W. P. Wilson, director general.  
 SAN FRANCISCO, CAL.—Pacific Ocean—International Exposition. Beginning May 1, 1901.  
 SAN FRANCISCO, CAL.—Colonial Exposition. Products from Pacific Possessions. Sept. 2 to Oct. 7, 1899.  
 SAN FRANCISCO, CAL.—Semi-Centennial Exposition. Winter, 1901.  
 ST. LOUIS, MO.—World's International Exposition. 1903.  
 TOLEDO, O.—Ohio Centennial Exposition.  
 TORONTO, ONT., CAN.—Exposition and Industrial Fair. Aug. 28 to Sept. 9, 1899. H. J. Hill, Toronto, manager.

**Races.**

AKRON, O.—Northeastern Ohio Trotting Association. July 11. W. N. Ashbaugh, Youngstown, O., secy.  
 AUBURN, N. Y.—Aug. 29 to Sept. 1.  
 AUBURN, N. Y.—June 20 to 23.  
 BATAVIA, N. Y.—Aug. 1 to 4.  
 BRADFORD, PA.—Week of June 27.  
 BROCKPORT, N. Y.—July 25 to 28.  
 BROOKLYN, N. Y.—May 27 to June 15; Sept. 12 to 20.  
 BUFFALO, N. Y.—Aug. 7 to 12.  
 CANTON, O.—Northeastern Ohio Trotting Association. Aug. 29. W. N. Ashbaugh, Youngstown, O., secy.  
 CHICAGO, ILL.—Great Western Circuit. July 31 to Aug. 5.  
 CLEVELAND, O.—Great Western Circuit. July 24 to 29.  
 COLUMBUS, O.—Great Western Circuit. July 3 to Aug. 5.  
 DAVENPORT, IOWA—Great Western Circuit. July 3 to 8.  
 DETROIT, MICH.—Great Western Circuit. July 17 to 23.  
 DUBOUE, IOWA—Aug. 21 to 26.  
 ELMIRA, N. Y.—June 13 to 16.  
 ELMIRA, N. Y.—Sept. 19 to 22.  
 ELYRIA, O.—Northeastern Ohio Trotting Association. July 18. W. N. Ashbaugh, Youngstown, O., secy.  
 ERIE, O.—Northeastern Ohio Trotting Association. Sept. 5. W. N. Ashbaugh, Youngstown, O., secy.  
 ERIE, PA.—Week of July 26.  
 FORT WAYNE, IND.—Aug. 7 to 12.  
 GENEVA, N. Y.—July 4 to 7.  
 GENEVA, N. Y.—Sept. 5 to 8.  
 GLENS FALLS, N. Y.—Aug. 15 to 18.  
 GOSHEN, IND.—Goshen Driving Park. Aug. 22 to 25.  
 HAMLIN, IOWA—Sept. 4 to 9.  
 HARTFORD, CONN.—Aug. 28 to 31.  
 HEDRICK, IOWA—Aug. 7 to 12.  
 HORNELLVILLE, N. Y.—Aug. 22 to 25.  
 INDEPENDENCE, IOWA—Aug. 28 to Sept. 2.  
 ITHACA, N. Y.—June 6 to 9.  
 JAMESTOWN, N. Y.—Aug. 8 to 11.  
 JOLIET, ILL.—Aug. 14 to 19.  
 LATONIA, KY.—May 22 to June 24.  
 LEWINGTON, KY.—Oct. 4 to 14.  
 LITTLE ROCK, ARK.—March 30 to April 5, 1899.  
 LOUISVILLE, KY.—Sept. 25 to 30. May 4 to 20.  
 LOUISVILLE, KY.—May 14 to 20, 1899.  
 MANSFIELD, O.—Northeastern Ohio Trotting Association. June 27 and Aug. 22. W. N. Ashbaugh, Youngstown, O., secy.  
 MCKEE'S ROCKS, PA.—Week of June 20.  
 MEADVILLE, PA.—Week of July 11.  
 MEDINA, N. Y.—July 18 to 21.

MEMPHIS, TENN.—New Memphis Jockey Club. April 8 to 29, 1899. M. N. McFarland, Room 2, Cotton Exchange Bldg., Memphis, Tenn., secy.  
 MILWAUKEE, WIS.—Sept. 1 to 16.  
 MONTREAL, CAN.—June 8 to 24. W. O. Farmer, 213 Hammond Bldg., Detroit, Mich., secy.  
 NASHVILLE, TENN.—April 27 to May 8, 1899.  
 NASHVILLE, TENN.—Tennessee Breeders' Association. April 27 to May 6, 1899. J. W. Rurawurm, secy.  
 NEWARK, N. Y.—June 27 to 29.  
 NEW ORLEANS, LA.—April 4 to June 2, 1899.  
 NEW ORLEANS, LA.—Crescent City Jockey Club. March 25. Louisiana Jockey Club. March 26 to April 1.  
 NEWPORT, R. I.—April 8 to May 19.  
 NEW YORK, N. Y.—Sept. 4 to 8.  
 OAKLAND, CAL.—Feb. 20 to March 4, 1899. March 20 to April 1, 1899. April 17 to 29, 1899.  
 OIL CITY, PA.—Week of July 18.  
 PENN YANN, N. Y.—Sept. 26 to 29.  
 PEORIA, ILL.—Great Western Circuit. July 10 to 15.  
 PHILADELPHIA, PA.—Belmont Park. May, 1899.  
 PROVIDENCE, R. I.—Sept. 11 to 16.  
 READVILLE, MASS.—August 21 to 25. C. M. Jewett, secy.  
 ROCHESTER, N. Y.—July 11 to 14.  
 ROCHESTER, N. Y.—Sept. 12 to 15.  
 ROCKPORT, O.—June 10 and July 25. W. N. Ashbaugh, Youngstown, O., secy.  
 SAN FRANCISCO, CAL.—Feb. 6 to 18, 1899. April 3 to 15, 1899. March 6 to 13, 1899. May 1 to 16, 1899.  
 SARATOGA, N. Y.—July 26 to Aug. 25.  
 ST. MARY'S, PA.—Week of July 4.  
 TERRE HAUTE, IND.—Sept. 8 to 23.  
 VALLEY, O.—Northeastern Ohio Trotting Association. June 13 and Aug. 15.  
 WASHINGTON, D. C.—April 3 to 15; Nov. 11 to 30.  
 WELLSVILLE, N. Y.—Aug. 15 to 18.  
 WESTCHESTER, N. Y.—Westchester Racing Association. National Stallion Race of \$20,000. H. G. Crickmore, 173 Fifth av. New York City. Spring, 1900.  
 WINDSOR, ONT., CAN.—July 22 to Aug. 2. W. O. Palmer, 213 Hammond Bldg., Detroit, Mich., secy.  
 YOUNGSTOWN, O.—Northeastern Ohio Trotting Association. July 4 and Aug. 8. W. N. Ashbaugh, Youngstown, O., secy.

**Horse Shows**

ATLANTIC CITY, N. J.—Horse Show. July, 1899. G. Jason Waters, Atlantic City, N. J.

**Dog Shows.**

BALTIMORE, MD.—Baltimore Kennel Association Show. March 29 to April 1, 1899. Wm. P. Riggs, 919 Equitable Bldg., Baltimore, Md., secy.  
 BOSTON, MASS.—New England Kennel Club. April 4 to 7, 1899. James L. Little, secy.  
 CHICAGO, ILL.—Mascotian Kennel Club. March 21 to 24.  
 CINCINNATI, O.—American Kennel Club Music Hall. March 21 to 24. Herman J. Groesbeck, Cincinnati, O.  
 MINNEAPOLIS, MINN.—Northwestern Kennel Association. March 28 to 31. E. D. Brown, secy.  
 NEW YORK CITY—American Pet Dog Club. Nov. 22 to 24, 1899. S. C. Hodge, secy.  
 PITTSBURG, PA.—Duquesne Kennel Club. April 11 to 14. F. S. Stedman, secy.  
 ST. LOUIS, MO.—St. Louis Kennel Club. March 15 to 18, 1899. Mark Ewing, 411 Olive st., St. Louis, Mo., secy.

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CONVENTIONS,

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ALEXANDRIA, LA.—State Baptist Convention, July 13, 1899. Rev. A. M. Vandeman, Alexandria, La., secy.

BINGHAMTON, N. Y.—American Missionary Association. Oct. 17 to 19, 1899. Rev. C. J. Ryder, D.D., 22d st. and 1st av., New York City.

CELEBRATION, CHATAUGA LAKE—Photographers' Association of America. July, 1899. Geo. B. Sperry, Toledo, O., secy.

COLLEGE STATION, TEX.—State Dairy-men's Association. July 25, 1899. J. L. McGuire, Waco, Tex., secy.

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DELAWARE, O.—Catholic Knights of Ohio. Sept. 11, 1899. M. J. Manly, Delaware, O., secy.

FT. WORTH, TEX.—Cattle Raisers' Association of Texas. March 14, 1899. D. O. Lively, Ft. Worth, Tex., secy.

JANESVILLE, WIS.—Southern Wisconsin Dental Association. May 3 and 4, 1899. F. S. Knapp, Plattville, Wis., secy.

MILNER, GA.—Cabin Creek Baptist Association. Sept. 27, 1899. N. E. Blanton, Forsyth, Ga., secy.

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NEW HAVEN, CONN.—C. B. L. State Council of Connecticut. Sept. 19, 1899. Jas. Scanton, 115 Smally st., New Britain, Conn., secy.

NEW HAVEN, CONN.—National Convention of Knights of Columbus. March 7, 1899. Daniel J. Colwell, Poli Bldg., New Haven, Conn., secy.

NEW HAVEN, CONN.—National Electrotypers' Association. September, 1899. J. H. Ferguson, New York City, secy.

NEW LONDON, CONN.—Annual Conclave, K. T. March 21, 1899. Eli C. Birdsey, Meriden, Conn., secy.

NEW ORLEANS, LA.—State Sunday School Convention. March 21 to 23, 1899. Mrs. A. M. Mayo, Lake Charles, La., secy.

NEW ORLEANS, LA.—Louisiana Sugar Planters' Association. March 14, 1899.

NEW ORLEANS, LA.—National Association of Master Plumbers. March 8 to 10, 1899. A. H. Brown, 627 Columbus Av., N. Y. City, secy.

NEW ORLEANS, LA.—G. A. R. Department Encampment of Louisiana and Mississippi. April 1, 1899. E. H. Wheeler, Box 1724, New Orleans, La., secy.

NEW ORLEANS, LA.—K. of H. Grand Lodge. March 13, 1899. J. J. Searcy, New Orleans, La., secy.

NEW ORLEANS, LA.—Brotherhood of R. R. Trainmen. May, 1899.

NEWPORT, N. H.—Y. P. S. C. E. State Convention. Oct. 1 to 6, 1899. Frank W. Lund, Nashua, N. H., secy.

NEW YORK CITY.—Rathbone Sisters' Grand Session. Nov. 4 to 15, 1899. Mrs. E. Le Count, secy., 2447 Eighth avenue, New York City.

NEW YORK CITY.—Sportsman's Show, Madison Square Garden. March 2 to 11, 1899. J. A. H. Dressel, secy., 280 Broadway, New York City.

NEW YORK CITY.—American Chemical Society. Aug. 21 and 22, 1899. Albert C. Hale, 551 Putnam av., Brooklyn, N. Y., secy.

NEW YORK CITY.—Eastern Retail Butchers' Association. Aug. 1 to 5, 1899. F. J. Wallace, Meriden, Conn., secy.

NEW YORK CITY.—State Medical Association of N. Y. Oct. 24 to 26, 1899. M. C. O'Brien, 161 W. 122d st., N. Y. City, secy. C. E. Denison, 113 W. 12th st., N. Y. City, secy. of arrangement committee.

NEW YORK CITY.—Society of the Cincinnati. May, 1899.

NEW YORK CITY.—American Veterinary Medical Association. Sept. 5 to 7, 1899. Dr. S. Stewart, 7½ James st., Kansas City, Kan., secy.

NEW YORK CITY.—National Electric Light Association. May 23 to 25, 1899. Geo. F. Porter, 136 Liberty st., N. Y. City, secy.

NEW YORK CITY.—Mystic Order Velled Prophets. October, 1899. Sidney D. Smith, Hamilton, N. Y., secy.

NIAGARA FALLS.—Pan-American Exposition. May 1 to Nov. 1, 1899. R. C. Hill, secy., Buffalo, N. Y.

NIAGARA FALLS, N. Y.—United States League of Local Building and Loan Associations. July 26, 1899. H. F. Cellarius, Cincinnati, O., secy.

NIAGARA FALLS, N. Y.—National Association of Car Service Managers. June 19, 1899. A. G. Thompson, Scranton, Pa., secy.

NIAGARA FALLS, N. Y.—American Fisheries' Society. June 28 to 29, 1899. Herschel W. Waker, secy., Detroit, Mich.

NIAGARA FALLS, N. Y.—National Association of Dental Examiners. July 28 to 31, 1899. Chas. A. Meeker, D.D.S., Newark, N. J., secy.

NORTH ADAMS, MASS.—Federation of Labor. Aug., '99.

NORWICH, VT.—State Council, Jr. O. U. A. M. Oct. 4, 1899. F. W. Hawley, Norwich, Vt., secy.

OMAHA, NEB.—Knights of Ak-Sar-Den. September, 1899. September, 1899. A. H. Noyes, secy.

OSAGE CITY, KAN.—Great Council of Kansas, I. O. R. M. Oct. 17, 1899. C. A. Wolf, Atchison, Kan., secy.

OTTAWA, ONT., CANADA.—Allied Printing Crafts Union. June, 1899.

PADUCAH, KY.—I. O. O. F. Grand Lodge. Oct. 10, 1899. R. G. Elliott, Lexington, Ky., secy.

PARIS, FRANCE.—National Editorial Association. 1900.

PENDLETON, ORE.—Wool Growers' Convention. March 7 to 9, 1899. J. W. Bailey, Portland, Ore.

PEORIA, ILL.—United Association, Journeymen Plumbers, Gas Fitters, Steam Fitters & Steam Helpers. Sept. 18, 1899. J. Spencer, 511 Ogden Bldg., Chicago, Ill., secy.

PHILADELPHIA, PA.—Pharmaceutical Association. June, '99. J. A. Miller, secy., Harrisburg, Pa.

PHILADELPHIA, PA.—Grand Army of the Republic. 1899. Col. Jas. A. Sexton, commander-in-chief.

PHILADELPHIA, PA.—National Army Nurses' Association. 1899. Miss Kate Scott, Pennsylvania, secy.

PHILADELPHIA, PA.—Women's Relief Corps. 1899. Mrs. Flo Jamieson Miller, Monticello, Ill., nat. pres.

PHILADELPHIA, PA.—Ladies of the G. A. R. 1899. Mrs. Annie Esher, Chicago, nat. secy.

PHILADELPHIA, PA.—Car & Locomotive Painters' Association of United States and Canada. Sept. 12, 1899.

PHILADELPHIA, PA.—American Ornithologists' Union. Nov. 14 to 15, 1899. John H. Sage, secy., Portland, Conn.

PHILADELPHIA, PA.—State Veterinary Medical Association. D. W. L. Rhoads, Lansdowne, Pa., secy.

PHILADELPHIA, PA.—Patriotic Order of America. Oct. 24, 1899. Theo. Harris, Philadelphia, Pa., secy.

PHILADELPHIA, PA.—Knights of Malta. Oct. 17, 1899. Frank Gray, Broad and Arch sts., Philadelphia, Pa., secy.

PHILADELPHIA, PA.—Daughters of Veterans. Sept. 4 to 9, 1899. Mrs. Vinne Bond Willis, of Massachusetts, secy.

PHILADELPHIA, PA.—California Volunteer Association. 1899. Capt. Geo. H. Petter, Providence, R. I., secy. and treas.

PHILADELPHIA, PA.—Veteran Signal Corps Association. 1899. C. W. D. Marny, Boston, Mass., secy. and treas.

PHILADELPHIA, PA.—International Commercial Congress. June, 1899.

PIQUA, O.—Great Council, Improved Order of Red Men. Oct. 10 and 11, 1899. W. S. Rowan, 411 Mill st., Chillicothe, O.

PITTSBURG, PA.—International Astronomical Congress. May, 1900. C. W. Scovill, secy.

PITTSBURG, KAN.—O. D. H. S. Grand Lodge. Nov. 21, 1899. John Jacobs, 1150 E. 1st st., Pittsburg, Kan., secy.

PITTSBURG, PA.—National Hardware Association. Nov. 15, 1899. T. Jas. Fernley, 5715 Commerce st., Philadelphia, Pa., secy.

PITTSBURG, PA.—Master Horseshoers' Convention. Oct. 9, 1899. W. J. Moore, Oakland ave., Pittsburg, Pa., secy.

PORT HOPE, CAN.—Orange Grand Lodge. March 15, 1899. F. M. Clarke, Belleville, Ont., Can., secy.

PORT HURON, MICH.—Knights of Maccabees. July, 1899. N. S. Boynton, Port Huron, secy.

PORTLAND, ME.—Grand Lodge, I. O. O. F. Oct. 17, 1899. Joshua Davis, Portland, Me., secy.

PORTLAND, ME.—Sunday School State Convention. Oct. 24 to 26, 1899.

PORTLAND, ME.—Rebekah Assembly, I. O. O. F. Oct. 16, 1899. Grace E. Watson, Belfast, Me., secy.

PORTLAND, ME.—Ladies' Loyal Orange Association. June 13, 1899. Mrs. Christina Milligan, 13 West st., Everett, Mass., secy.

PORTLAND, ORE.—National Educational Association. June, 1899. Albert Tozier, secy.

PORTLAND, ORE.—Rathbone Sisters' Grand Temple. Oct. 10, 1899. Mrs. Nettie J. Ungerman, secy., McMinnville, Ore.

PORTSMOUTH, N. H.—Universalists' Convention of N. H. Oct. 3 to 5, 1899. Rev. W. H. Morrison, Manchester, N. H., secy.

PORTSMOUTH, N. H.—Federation of Women's Clubs of N. H. May, 1899. Mrs. H. W. Blair, Manchester House, Manchester, N. H.

PORTSMOUTH, N. H.—Jr. O. U. A. M., State Council. Sept. 20, 1899. J. H. Noyes, Plaistow, N. H., secy.

PORTSMOUTH, O.—A. O. U. W. Grand Lodge. Aug. 22, 1899. Walter Pickens, G. R., of Toledo, O.

PROVIDENCE, R. I.—Rhode Island Institute of Instruction. Oct. 26 to 28, 1899. J. W. V. Rich, secy., Providence, R. I.

PROVIDENCE, R. I.—Royal Arcanum Grand Council. April 27, 1899. John S. Kellogg, Box 826, Providence, R. I., secy.

PROVIDENCE, R. I.—St. Patrick's Day Demonstration. March 17, 1899. Timothy J. Sullivan, Providence, R. I.

PROVIDENCE, R. I.—N. E. O. P. Grand Lodge of R. I. March 22, Chas. H. Mathewson, Providence, R. I., secy.

PROVIDENCE, R. I.—Rhode Island State Assembly. Oct. 26, 1899. Mrs. Cora Aldrich, secy., 614 Smith street, Providence, R. I.

PROVIDENCE, R. I.—Grand Encampment, I. O. O. F. March 1, 1899. Wm. H. Mosley, 97 Weybasset st., Providence, R. I., secy.

PUNXSUTAWNEY, PA.—Pythian Sisterhood. Oct. 4, 1899. Mrs. J. G. Percy, secy.

PUT-IN-BAY, O.—Master House Painters' & Decorators' Association. July 5 to 7, 1899. W. J. Albrecht, Toledo, O., secy. and treas.

RACINE, WIS.—Danish Brotherhood in America. Oct. 1, 1902. Virgo A. Danielson, Sta. G, 885 N. Campbell ave., Chicago, Ill., secy.

READING, PA.—Reunion of the Society of the 124th Regiment, Pa. Volunteers. Sept. 16, 1899. C. P. Keech, Philadelphia, Pa., secy.

RICHMOND, VA.—Grand Commandery, Knight Templars' Conclave. Nov. 16, 1899. James B. Blanks, secy., Petersburg, Va.

RICHMOND, VA.—Southern Philatelic Association. October, 1899. W. C. Lowry, Abilene, Tex.

ROANOKE, VA.—Virginia State Firemen's Association. Sept. 27, 1899. George G. Cummings, 210 Lincoln st., Portsmouth, Va., secy.

ROCHESTER, N. Y.—American Association of Farmers' Institutes Managers. March 29 and 30, 1899. F. W. Taylor, Lincoln, Neb.

ROCHESTER, N. Y.—American Association of Opticians. Aug. 15 to 17, 1899. Mr. Boger, 36 Maiden lane, N. Y. City, secy.

ROCKFORD, ILL.—Y. P. S. C. E. State Convention. Oct. 5 to 8, 1899. Miss Nellie M. Blair, 208 Illinois ave., Peoria, Ill., secy.

ROME, N. Y.—United American Mechanics. Sept. 12, 1899. John Senner, 1341 Arch st., Philadelphia, Pa., nat. secy.

SAGINAW, MICH.—Eastern Star, Grand Chapter. Oct. 11, 1899. Mrs. A. A. Matteson, Middleville, Mich., secy.

SAGINAW, MICH.—Biennial Convention Journeymen Barbers October, 1900. W. E. Klapetzky, Box 585, secy., Syracuse, N. Y.

SALT LAKE CITY, UTAH.—Grand Lodge, I. O. O. F. April, 1899.

SALT LAKE CITY, UTAH.—I. O. O. F. Grand Encampment. April, 1900. Ed. W. Loder, Salt Lake City, Utah, secy. (Box 1166.)

SALT LAKE CITY, UTAH.—State Medical Association of Utah. October, 1899. Dr. R. W. Fisher, Salt Lake City, Utah, secy.

SAN ANTONIO, TEX.—Estate Lumbermen's Association. Early part of April, 1899. C. F. Drake, Austin, Tex., secy.

SAN DIEGO, CAL.—G. A. R. Encampment. April 29, 1899.

SAN DIEGO, CAL.—Celebration of Dewey's Victory, auspices G. A. R. Estimated attendance, 5,000, principally from California and Nevada.

SAN FRANCISCO, CAL.—Grand Encampment, I. O. O. F. Oct. 17, 1899. Wm. H. Barnes, Odd Fellows' Hall, San Francisco, Cal., secy.

SAN FRANCISCO, CAL.—Protestant Episcopal Church Convention. October, 1901. Rev. C. L. Hutchins, Concord, Mass., secy.

SAN FRANCISCO, CAL.—I. O. O. F. Golden Jubilee Celebration. Oct. 18 to 20. U. S. G. Clifford, Odd Fellows' Bldg., San Francisco, Cal., secy.

SAN FRANCISCO, CAL.—A. O. U. W. Grand Lodge. April 4, 1899. Frank S. Poland, Room 65, Flood Bldg., San Francisco, Cal., secy.

SAN JOSE, CAL.—Y. M. C. A. State Convention. Feb. 9 to 12, 1899. W. M. Parsons, 208 Weaver st., San Francisco, Cal., secy.

SARATOGA, N. Y.—International Association of Car Accountants. June 20, 1899. G. S. Russell, Cedar Rapids, Iowa.

SCRANTON, PA.—State Council, Jr. O. U. A. M. Sept. 11 to 15, 1899. E. S. Deemer, Box 766, Philadelphia, Pa., secy.

SCRANTON, PA.—State Council, Daughters of America. Sept. 18, 1899. T. A. Gerbig, Scranton, Pa., secy.

SCRANTON, PA.—Letter Carriers' Association. Sept. 4, 1899. F. J. Cantwell, Brooklyn, N. Y., secy.

SCRANTON, PA.—State Firemen's Convention. October, 1899. W. W. Wunder, secy., Reading, Pa.

SCRANTON, PA.—United Brotherhood of Carpenters & Joiners. Sept. 18, 1900. P. J. McGuire, Box 884, Philadelphia, Pa., secy. and treas.

SCRANTON, PA.—Letter Carriers' Association. Sept. 4, 1899. F. J. Cantwell, Brooklyn, N. Y., secy.

SCRANTON, PA.—Pennsylvania State Camp, Patriotic Order of America. July 11, 1899.

SEAFORD, DEL.—Grand Lodge, K. of P. Oct. 25, 1899. Mark L. Garrett, 703 King st., Wilmington, Del., secy.

SEDALIA, MO.—Missouri Swine Breeders' Association. Dec. 8 to 8, 1899. F. H. Schuler, Rockport, Mo., secy.

SEYMOUR, CONN.—I. O. O. F. Grand Encampment. Oct. 17, 1899. Frederick Botsford, New Haven, Conn., secy.

SHELBYVILLE, IND.—Southern Indiana Teachers' Association. March, 1899.

SILVER CITY, N. M.—Grand Lodge, K. of P. Sept. 19, 1899. B. F. Adams, Albuquerque, N. M., secy.

SOMERSWORTH, N. H.—Baptist Sunday School Convention. October, 1899. Rev. Winfield G. Hubbard, Wilton, N. H., secy.

SOUTH BEND, IND.—Women's Synodical Society of Home & Foreign Missions. Oct. 15 to 19, 1899. Mrs. F. F. McCrea, 1505 Broadway, Indianapolis, Ind., secy.

SOUTH LANCASTER, MASS.—Seventh-Day Adventists, General Conference. Feb. 14 to March 7, 1899. L. A. Hoops, Battle Creek, Mich.

SPRINGFIELD, ILL.—American Oxforddown Record Association. Nov., 1899. W. A. Shafer, Middletown, O., secy.

SPRINGFIELD, ILL.—Illinois Optical Society. March 16, 1899. A. R. Chamberlin, Aurora, Ill.

SPRINGFIELD, ILL.—Illinois State Beekeepers' Association. Nov. 23 to 24, 1899. Jas. A. Stone, secy., Bradfordtown, Ill.

SPRINGFIELD, MASS.—State Convention of Y. P. S. C. E. Oct. 17 and 18, 1899.

SPRINGFIELD, MASS.—Y. M. C. A. Conference of Paid Officers. March 29 to 23, 1899. M. K. Murray, Bath, Me., secy.

SPRINGFIELD, O.—Ohio Gas Light Association. March 15 and 16, 1899. T. C. Jones, Delaware, O., secy.

SPRINGFIELD, O.—Presbyterian Synod of Ohio. Oct. 10, 1899. W. E. Moore, Columbus, O., stated clerk.

STANTON, NEB.—Nebraska Saengerbund. 1900. F. Raabe, secy.

ST. AUGUSTINE, FLA.—State Firemen's Convention & Tournament. November, 1899. Silas B. Wright, secy.

ST. JOHNSBURY, VT.—Grand Lodge, K. of P. Oct. 11 and 12, 1899. J. M. Cady, St. Johnsbury, Vt., secy.

ST. JOSEPH, MO.—Grand Chapter, Order Eastern Star. Oct. 16 to 20, 1899. Mrs. Sallie E. Dillon, St. Louis, Mo., secy.

ST. JOSEPH, MO.—Medical Society of Missouri Valley. March 16, 1899. V. L. Greyner, Council Bluffs, Iowa, secy.

ST. JOSEPH, MO.—Knights of Maccabees of Missouri. May (second Tuesday), 1901. A. Siger, secy., 1620 Front avenue, Kansas City, Mo.

ST. LOUIS, MO.—Independent Order of Red Men. March, 1899.

ST. LOUIS, MO.—Semi-Annual Meeting Western Insurance Association. March 8, 1899. J. A. Kelsey, of the Aachen & Munich, secy.

ST. LOUIS, MO.—German Evangelical Lutheran Synod of Missouri. April, 1899. Rev. C. F. Obermeyer, 2600 Benton st., St. Louis, Mo., secy.

ST. LOUIS, MO.—National Federation of Musical Clubs. May 2 to 4, 1899. Mrs. Thos. E. Ellison, 161 Wayne street, Ft. Wayne, Ind., secy.

ST. LOUIS, MO.—I. O. O. F. Grand Encampment. Nov. 18, 1899. E. M. Sloan, secy., St. Louis, Mo.

ST. LOUIS, MO.—Grand Lodge, K. of P. Oct. 17, 1899. John H. Holmes, Columbia Bldg., St. Louis, Mo., secy.

ST. LOUIS, MO.—F. & A. M. Grand Lodge of Missouri. Oct. 17, 1899. John D. Vincell, St. Louis, Mo., secy.

ST. LOUIS, MO.—Laundrymen's National Association. Oct. 9 to 12, 1899. Henry W. Storer, 949 Woodland Ave., Cleveland, O., secy.

ST. LOUIS, MO.—United States Railway Mail Service Mutual Benefit Association. Oct. 3 to 5, 1899. J. M. Brown, Atlanta, Ga., secy. and treas.

ST. LOUIS, MO.—Elks' Convention. 1900.

ST. LOUIS, MO.—Missouri Bar Association. March 17 and 18, 1899. J. J. Russell, Charleston, Mo., secy.

ST. PAUL, MINN.—Knights of Pythias Grand Lodge. Sept. 26, 1899. Robt. Stratton, Minneapolis, Minn., secy.

ST. PAUL, MINN.—Royal Arch Masons' Grand Chapter. Oct. 10, 1899. Thos. Montgomery, secy., St. Paul, Minn.

STREATOR, ILL.—Catholic Knights of America State Council. Aug. 21, 1900. John E. Mahoney, secy., Farmer City, Ill.

STREATOR, ILL.—W. R. C. K. of A. Third Tuesday, August, 1900. Col. J. J. Doheny, Effingham, Ill., secy.

STREATOR, ILL.—Biennial Council, C. K. of A. Third Tuesday, August, 1900. John E. Mahoney, Farmer City, Ill., secy.

SYRACUSE, N. Y.—G. A. R. State Encampment. March 17 and 18, 1899.

SYRACUSE, N. Y.—Grand Lodge, A. O. U. W. March 7, 1899. N. H. Horton, Dunkirk, N. Y., secy.

SYRACUSE, N. Y.—School Commissioners' and State Superintendents' Association. Dec. 27 to 29, 1899. Cora A. Davis, secy., Whitesboro, N. Y.

SYRACUSE, N. Y.—Knights Templar Annual Conclave. Sept. 25 to 27, 1899. Edwin C. Ta'cott, 121 S. Salina st., Syracuse, N. Y.

TACOMA, WASH.—Grand Lodge, A. O. U. W. April 12, 1899. James W. Fickens, Colman Block, Seattle, Wash., secy.

TIFFIN, O.—National Council, D. of L. Aug. 24, 1899. W. O. Staples, New Haven, Conn., secy.

TOLEDO, O.—Ohio Bill Posters' Association. May 9, 1899.

TOLEDO, O.—National Convention G. A. R. 1903.

TOLEDO, O.—Ancient Order of Hibernians. April, 1899.

TOLEDO, O.—American Rambouillet Sheep Breeders' Association. Dec. 19, 1899. E. V. Burnham, Woodstock, O., secy.

TOLEDO, O.—Fraternal Mystic Circle, Grand Ruling. March 1, 1899. H. R. Thomas, 16 Erie Av., Mt. Auburn, Cincinnati, O.

TORONTO, ONT., CAN.—Ontario Educational Association. April 4 to 6, 1899. Robt. W. Doan, Toronto, Can., secy.

TORONTO, CAN.—International Supreme Lodge, I. O. G. T. June 29 to July 7, 1899. B. F. Parker, 268 Oneida st., Milwaukee, Wis., secy.

TORONTO, ONT., CAN.—Canadian Medical Association. September, 1899. Dr. F. N. G. Starr, Toronto, secy.

TRENTON, N. J.—Knights of Malta, Grand Commandery. April 13, 1899. Morgan Van Hise, Trenton, N. J., secy.

TRENTON, N. J.—Grand Encampment, I. O. O. F. Nov. 14. Grand Lodge I. C. O. F. Nov. 15, 1899. Lewis Parker, secy., Trenton, N. J.

UNADILLA, N. Y.—Osego County Firemen's Association. 1899. C. C. Fyalaech, secy.

UTICA, N. Y.—Commercial Travelers' Accident Association. March 15, 1899. Edw. Trevett, Box 123, Utica, N. Y.

VANCEBURG, KY.—Jr. O. U. A. M. State Council. April 25 and 26, 1899. W. R. Rudy, Maysville, Ky., secy.

VICKSBURG, MISS.—Grand Lodge Mosale Templars of America. July 4, 1899. J. E. Bush, secy., Little Rock, Ark.

VIRGINIA BEACH, VA.—Virginia Bookellers' Association. July 10, 1899. J. V. Alfriend, Norfolk, Va., secy.

WACO, TEX.—Y. P. S. C. E. State Convention. June 13 to 15. Miss Tyler Wilkinson, Temple, Tex., secy.

WALLA WALLA, WASH.—Inland Empire Teachers' Association. March 23 to 25, 1899. G. S. Bond, Walla Walla, Wash., secy.

WASHINGTON COLLEGE P. O., TENN.—Presbyterian Synod of Tennessee. Oct. 17, 1899. Rev. Samuel Wilson, Maryville, Tenn., secy.

WASHINGTON, D. C.—American Electro-Therapeutic Association. Sept. 19 to 21, 1899. John Gerin, 68 North st., Auburn, N. Y., secy.

WASHINGTON, D. C.—Royal Order of Scotland. Oct. 16, 1899. Wm. Oscar Roome, Washington, D. C., secy.

WASHINGTON, PA.—Y. P. S. C. E. State Convention. October, 1899. Geo. McDonald, Altoona, Pa., secy.

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Send seven cents in stamps for a sample.

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Whole sheet, 28x42. This poster shows the very latest and most fashionable shapes in ladies' hats and bonnets. Printed in 4 colors. Prices crosslined:

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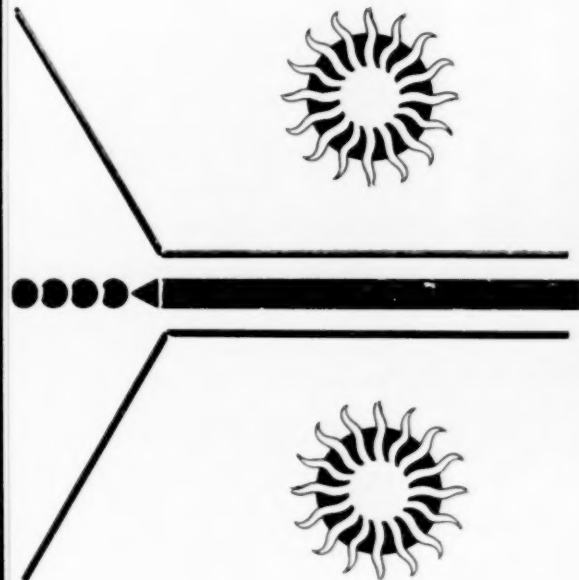


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Binghamton—Abbot & Castner.  
Brooklyn—The American Bill P. & Dist. Co.  
Buffalo—Whitmer & Filbrick, 200 Wash'n st.  
Binghamton—Abbot & Castner.  
Cortland—Wallace Bros.  
Elmira—Chas. F. Berry, 160 Sullivan st.  
Fulton—Wm. Cook, Lock Box 41.  
Gloversville—Olin S. Suttill, 62 Orchard st.  
Glens Falls—A. M. Cheeseboro, 91 South st.  
Hudson—Robert M. Terry, 305 Warren st.  
Jamestown—Castner & Co.  
Lockport—Staats' Bill Post. & Dist. Co.  
Little Falls—Norris & Kingsbury, 1 W. Main.  
Middletown—Thos. Kain, 88 South st.  
Mount Vernon—Starr Bros., 352 Franklin ave.  
New York—Harry Munson, 4 Murray st.  
Niagara Falls—Mrs. C. Clayton, 21 Thomas.  
New York—Olean, The Olean Bill Posting Co., Tower Bldg., Union Street.  
Oswego—Jos. A. Wallace.  
Rochester—J. E. Stroyer, 278 E. Main st.  
Rome—A. W. Joplin, 116 First Street.  
Salamanca—C. R. Gibson.  
Schenectady—Harry F. Miller, 611 Chapel st.  
Syracuse—Geo. C. Castner, 221 Montgomery st.  
Saratoga Springs—E. L. Williams, 25 W. Circular.  
Tonawanda—Whitmer & Filbrick.  
Whitehall—S. Lampron, Box 132.  
Yonkers—W. L. Midrum & Co.

**NEVADA.**

- Virginia City—John H. Dunlap, Box 24.

**NORTH CAROLINA.**

- North Carolina—Greensboro, Griffith & French, 225½ S. Elm Street.

**OHIO.**

- Akron—Bryan & Co., 125 S. Main.  
Bellevue—The Union Adv. Co., 116 S. Main st.  
Bowling Green—A. H. Yonker, 18 W. Wooster  
Bucyrus—F. R. Myers, 236 N. Spring st.  
Canton—M. C. Barber, Grand Opera House.  
Cincinnati—W. H. Steinhilber, 619 Main st.

**CIRCLEVILLE—BAUGHMAN BROS.**

- Columbus—F. Altman & Son, 540 E. Main st.  
Conneaut—A. C. Phillips, Main st.  
Coshocton—Frank P. Hagans.  
Cleveland—Bryan & Co., 17-19 High st.  
Dayton—Jas. B. McConnon, 721 E. 2d st.  
Delaware—Geo. D. McGuire, 169 S. Franklin st.  
Delphos—Chas. A. Hood.  
Findlay—P. B. Oliver.  
Hamilton—Geo. W. Kieby, Box 231.  
Ironton—J. H. Haynes & Son, 262 Mulberry.  
Kenton—Jos. C. Varvel, 323 E. Franklin st.  
Lima—W. C. Tirrill & Co., 216 W. Market st.  
Logan—F. A. Koppe.  
Mansfield—E. R. Endly, 232 W. 4th st.  
Martin's Ferry—A. W. Rader, 9th st. and Alley C. Wheeling, W. Va.  
Middletown—Buckles & Barnett.  
Mt. Vernon—Haymes Bros., Public Square.  
Newark—E. O. Burroughs, Box 296.  
Portsmouth—R. W. Lodwick, 118 W. 3d st.  
Sidney—Chas. P. Rodgers, 550 Main st.  
Springfield—H. H. Tyner, 22 N. Race st.  
Toledo—Bryan & Co., 513 St. Clair st.  
Troy—G. A. Brannan, 9 W. Main st.  
Urbana—C. O. Taylor, 125 E. Court st.  
Wooster—Geo. Kettler, 88 W. Larwill st.  
Zanesville—England Bros., 31 N. 5th st.

**OREGON.**

- Corvallis—G. W. Bigham, Main st., Box 135.  
McMinnville—G. F. Bangasser & Co., Box 38.  
Portland—John T. Williams, 346 Morrison.

**OKLAHOMA TERRITORY.**

- Oklahoma Territory—El Reno, W. I. Goff.  
Kingfisher—Wm. A. Northup, 318 S. Main st.

**PENNSYLVANIA.**

- Allegheny—J. T. Hudson, Pittsburg, Pa.  
Allentown—N. E. Worman, 532 Hamilton st.  
Pennsylvania—Beaver Falls, C. Edgar Myers.  
Carbondale—J. O'Hearn, 15 Main st.  
Carlisle—Wm. M. Meloy, Box 49.  
Connellsville—Clowes Adv. & Dist. Co.  
Doylestown—R. S. Hefner.  
Dunmore—Reese & Long.  
Pennsylvania—Easton, F. H. Walser, Bank and Pine Streets; Hazleton, F. H. Walser, 113 Chestnut Street; Oil City, H. A. Taylor, care Oil City Billzard.  
Franklin—Alexander Bradley, 4 1/2 st.  
Hallstead—James S. Claxton & Co.  
Harrisburg—Arthur C. Young, 18 N. Third st.  
Indiana—Harry K. Apple, 709 Philadelphia st.  
Johnstown—Geo. E. Updegrave & Co.  
Lancaster—H. M. Soders.  
Lebanon—Chas. A. Oliver.  
McDonald, Wash. Co.—The 2 Macs Co.  
Mansfield—W. D. Husted Adv. Co. 67 Main st.  
Millersburg—Roscoe C. Hinkle.  
Pottsville—Chas. L. Weiss, 40 E. Bacon st.  
Pittsburg—Twin City Distributing Agency.  
Pittston—R. E. Hanke, 15 S. Main st.  
Philadelphia—American Billposting Co., 814 Walnut st.  
Scranton—Reese & Long, 315 Lindon st.  
Wilkesbarre—W. H. Burkander.  
Williamsport—S. M. Bond, Cherry and Rural.

**RHODE ISLAND.**

- Pawtucket—J. E. McMahon, 43 Summer st.  
Providence—New England Bulletin Sign Co., 909 Banigan Bldg.

# BUBB

POSTS BILLS AND DISTRIBUTES CIRCULARS AT WILLIAMSPORT, PENN'A

**TENNESSEE.**

- Chattanooga—H. S. Holmes, 16 E. 7th st.  
Covington—H. N. Holshouser, L. B. 457.  
Memphis—R. S. Douglas, Grand Op. House.  
Nashville—Jas. L. Hill, 156 N. Cherry st.  
Union City—Oscar R. Crews.

**TEXAS.**

- Beaumont—Welcome Rollins.  
Brownsville—Valle & bro Adv Co  
Calvert—J. P. Casimir, Main st.  
Galveston—J. E. Howard, Box 134.  
Houston—Thos. F. O'Leary, 801 Capitol av.  
Sherman—J. Long, 117 East Side Square.

**VERMONT.**

- Burlington—P. H. Ward, 151 Maple st.  
Walt's River—O. C. Croxford.

**VIRGINIA.**

- Alexandria—C. D. Wright, Washington, D. C.  
Portsmouth—S. C. Draper, 905 Washington st.  
Roanoke—W. L. Robertson, Box 297.  
Staunton—J. H. Bell.  
Winchester—Cornelius Gibbens, Lock Box 64.

**WEST VIRGINIA.**

- Clarksburg—W. L. Dison, Pike and 3d sts.  
Martinsburg—F. C. Baker, 246 Queen st.  
Parkersburg—Parkerburg Adv. Co., 5th and Avery sts.  
Wheeling—A. W. Rader, 9th st. and Alley C.

**WISCONSIN.**

- Appleton—W. E. Cadman.  
Fond du Lac—P. B. Haber.  
Janesville—Peter L. Myers.  
La Crosse—Aug. Erickson & Co., 331 Pearl st.  
Milwaukee—Walter D. Dixon, 583 18th st.  
Oshkosh—J. E. Williams, 24 High st.  
Racine—W. C. Tiede, 325 Main st.  
Richland Center—J. A. Coffey.  
Sheboygan—E. J. Kempf, 731 Penn. av.

**WYOMING.**

- Laramie—H. E. Root.

**WASHINGTON.**

- Colfax—Geo. H. Lennox.  
North Yakima—Bryson & Hauser, Box 611.

**R. R. GARVER, BILLPOSTER, NEWHAMPTON, IA.** Pop. 3,000.

## WHY

Did JOHN MORROW & CO, Springfield, Ohio, Proprietors of KID-NE-OWDS, allow VANSYCKLE ADVERTISING CO. 35,000 booklets to cover Indianapolis and 6,000 to cover Muncie, paying \$1.75 per 1,000 for the Indianapolis work and \$2.00 for the Muncie work, and their total bill for distributing, window displays, and placing of banners, amounting to \$94.60, for advertising both cities through VANSYCKLE?

## WHEN

This same firm had just recently placed 20,000 copies of the same booklet in Indianapolis, through Will A. Molton, of Cleveland, Ohio, and Molton having the work done by an irresponsible party for \$1.50 per 1,000, and then, no doubt, deducting his usual commission of 10 per cent. from a price already too low to allow even a fair profit on honest work in Indianapolis.

## BECAUSE

JOHN MORROW & CO discovered that they had made a mistake in entrusting their work for the above-named cities, as well as others, to the care of Will A. Molton and allowing it to be put out "any old way," just so Molton succeeded in getting the work done for \$1.50 and his commission, thereby allowing the distributor the large sum of \$1.35 per 1,000; because JOHN MORROW & CO. investigated thoroughly and found that the VANSYCKLE service was the only good and reliable service to be obtained in Indianapolis, and by far the cheapest in the end. (Note letter on another page.)



TELEPHONE 1317.

127 E. EIGHTH ST.

*Cincinnati.*

**FAIR** SECRETARIES AND MANAGERS

Wait for our SAMPLES of

**NEW POSTERS**

HANDBILLS, DODGERS, and  
ADVERTISING NOVELTIES.

**W**E have everything necessary to thoroughly advertise a Fair. All new designs, catchy and up-to-date. The best and cheapest line ever produced for this purpose. Entirely different from the stereotyped designs of the past. Original, unique, artistic, and low in price.

We solicit your correspondence.



**Wait and See Our Line and We Will Get Your Order**

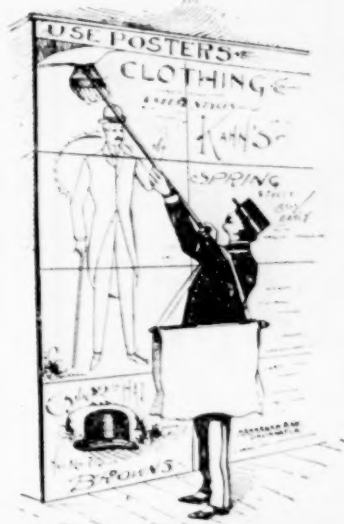
**Billposters . . . . .**



When you want a Poster printed send it to  
us. We will do it right, and send it  
promptly.

Try one of our Stock Letter Stands.

Electrotypes of this cut sent, prepaid, to any address for One dollar.



**HENNEGAN & CO.** 127 East 8th Street, **CINCINNATI, O.**

**The American Billposting, Distributing and Hand-Painted Poster Company.**

**Main Office, Opera House Block, Bowling Greene, Ohio.**

Best towns represented: Bowling Greene, pop. 6,500; Perrysburg, pop. 2,800; Pemberville, 1,800; Prairie Depot, 1,000; Rising Sun and Bradner together, 1,200; Portage, Merrill, Rudolph and Grand Rapids together, 2,000; Weston, 2,000; Cygnel, 1,000; Custar and Milton together, 1,000. Write for prices. References—The California Fig Syrup Co., the American Tobacco Co. Lock Box 32. Licensed. All work listed, protected, renewed and guaranteed, and open to inspection.



**Earn Yourself a Present.**

For Three New Subscriptions we will send you this 14k Solid Gold FOUNTAIN PEN FREE. Address THE BILLBOARD CO., Cincinnati, Ohio.

**Billposters and Distributors**

Located in towns which do not employ all of their time, are losing money by not being able to paint signs. We care not if you never had a lettering brush in your hands, you can paint good signs with our

**Letter Patterns.**

We are putting up outfits of letter patterns, cut from tough strawboard, assorted sizes and styles, with a view of doing the greatest amount of work with the least number of alphabets, as follows:

- 2 to 10 inches—2 to 8 inches—
- 1 3/4 or 2 to 6 inches—1 3/4 or 2 to 4 inches.

Each outfit consists of 10 alphabets and 5 sets of figures. Price, \$3.00 each. We have larger and smaller outfits at corresponding prices. Each of the outfits mentioned consists of over 300 letters and characters, which is less than a cent apiece. Can you afford to do without them? Think a moment and consider the amount of work you have lost by not being able to paint a sign. We will send, postpaid,

**A SAMPLE ALPHABET**

for 25 cents, size from 2 to 6 inches high. Some of the best sign painters use patterns, as they can do double the amount in the same time with them.

**CIRCULARS FREE.**

**Exemplar Sign Works  
Pickerington, Ohio.**

R. H. FORGRAVE, Manager.

**MARK A. BONDY**, Distributor and Sign Tacker, Detroit, Mich. 297 Cass ave.

**ITHACA, MICH. Pop. 2,500.**  
**JAS. DONALDSON**, Member I. A. of D.

Bills posted. Samples put out. Circulars distributed. Signs nailed up. Work guaranteed.

**CHAS. WOOD**, Billposter and Distributor  
Est'd 1870. Office 358 Fulton St. Jamaica, N. Y.  
1000 3-sheet boards. 100 large stands. 3c per sheet.

**THE ORIGINAL.**  
The Only Genuine,  
Perfectly Correct

**CYCLE  
SKATE**

Rubber Tires,  
Ball Bearing, Noisless,  
and No Dust.

**Don't Consider Any Other.**



**Cincinnati**

has a population of 400,000 people, either house owners or wage earners.

**The John Chapman Co.**

has all the billboards, and most of the bulletins in Cincinnati. We also do good sign tacking and distributing. Offices,

**17 LONGWORTH STREET.**

**DISTRIBUTE OMAHA, NEB. H-U-C-A-N**  
Through Fischer's Distributing Agency.

**THE LEADING SHOW PRINTERS**  
**(LITHOGRAPHIC OR BLOCK)**  
**IN THE UNITED STATES USE**

**THE AULT & WIBORG CO'S**  
**POSTER INKS**

**ARE YOU ONE OF THEM?** THE AULT & WIBORG CO.  
CINCINNATI  
NEW YORK  
CHICAGO  
ST. LOUIS.

**SANTA CRUZ, CAL.** with a population of over 8,000, has one of the best billposting and distributing plants in the state. All work personally superintended. Member I. A. D. **L. A. DANIELS.**

**A Live City is Centralia, Ills.**  
**Pop. 7,000.**

Railroad terminal for four divisions. Two large coal mines. I. C. R. R. machine shops. Envelope and other factories. 800 running feet billboards. **JOSEPH E. HEFTER**, Licensed Billposter and Distributor. Member A. B. P. and I. A. of D.

**TAMAQUA, PA.** Pop. 8,000. Bill Poster, Distributor and Sign Tacker. Geo. A. Jacobs, L. B. 446. Member I. A. of D.

**ADVERTISERS!**  
When you advertise in Maine, consult the **JORDAN ADVERTISING CO.**, the Honest Distributors. MECHANIC FALLS, ME.

**NEWPORT, KY.** The metropolis of Campbell County, and Dayton, Bellevue, and Brilliant, and 7 minor cities. Our boards reach a gross population of 60,000. Member A. B. P. and I. A. D. Sole Licensed Bill Posters in Campbell County.

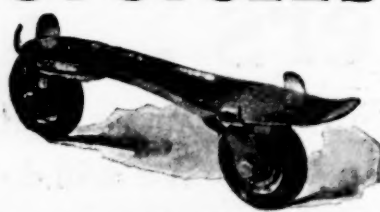
**G. H. OTTING & SON,**  
York Street, NEWPORT, KY.

**HERBERT SMITH.** Reliable Distributor and Sign Tacker. ELIZABETHTON, Carter Co., Tennessee. Write for estimates.

**BUFFALO FOOT CYCLES**

THE ONLY NOVELTY.

Now is the Time to  
Open an Academy.



**The Whole World will Soon be Cycling Afoot**

Liberal Discounts to the trade and Promoters of Foot Cycle Academies, Agents of Halls, Managers of Theatres, Gymnasiums, Rinks, Bicycle Schools, etc. Write for Terms and Booklet "How to Conduct a Foot Cycle Academy." Address

**W. S. CLEVELAND**, Manager Buffalo Foot Cycle Co.

100 Mutual Life Building, Buffalo, N. Y.

Agents Wanted. Send for Sample Pair W. S. C. Model, \$6.00. Buffalo Model, \$5.00.

**WARREN  
Typewriter Ribbons**

Are Guaranteed  
**ABSOLUTELY NON-FILLING.**  
Best Quality and Full Length.

**WARREN  
CARBON PAPER**

In Clearness, Cleanliness and Durability cannot be surpassed.  
From your stationer or direct from manufacturer

**WARREN MANUFACTURING CO.**  
109 Purchase St. BOSTON, MASS.

Special prices on large quantities.

**GAD** SAN ANTONIO, TEX. SIGNS, DISTRIBUTING, AND GENERAL ADVERTISER.

**FRANKLIN, PA.** Population 9 000.

**ALEX. BRADLEY,**  
City Billposter and Distributor.  
MEMBER I. A. of D. Established 1871.

**PALATKA, FLA.** Pop. 4,000. H. I. MILLER  
Billposter and Distributor. Best of references Owns all boards.

**MIDLAND ADVERTISING CO.,**  
JOSEPH REID, Manager.  
**LICENSED DISTRIBUTORS,**  
Members I. A. of D.  
617 Grand Ave., KANSAS CITY, MO.

**WM. W. HAYDEN**  
Bedford City, Va.  
POPULATION 2,500.

Distributes Circulars and Samples, Tacks Signs. Moderate prices. Correspondence solicited. References furnished.

**ALLEN'S PRESS CLIPPING BUREAU**  
Deals in all kinds of NEWSPAPER INFORMATION. Advance reports on all contract work. Main office, 510 Montgomery street. SAN FRANCISCO.

**B. C. LE ROY, WYOMING.**  
The only Licensed Billposter, Distributor and General Advertiser in this part of the state. I represent 21 different towns and reach 85,000 people in my circuit. Give me a trial. Office, 99 1/2 N. Main St. Sheridan, Wyo.

**DID  
YOU  
EVER  
CYCLE  
AFOOT**

PLACE YOUR CONTRACT FOR DISTRIBUTING, SAMPLING, SIGN TACKING, WITH  
**EDW. B. BRIDGER'S ADV. CO., LICENSED ADVERTISERS.**  
 MEMBER I. A. OF D. → ATLANTA, COLUMBUS AND ADJACENT TOWNS. GENERAL OFFICE, ATLANTA, GA.

### Bill Posting and Circus Paste Brush.

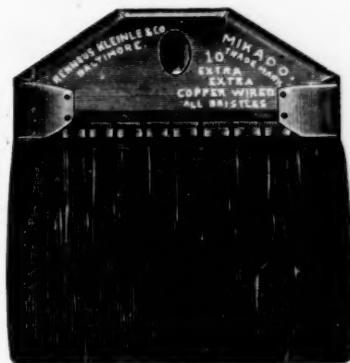
The Extra Mikado Brush is the best made; constructed of ALL Pure Black China Bristles imported by us for the purpose, and especially prepared under a formula known only to ourselves.

We guarantee that our CHINA BRISTLES are more elastic and more durable than any other; consequently our MIKADO Brush will wear longer AND DO BETTER WORK than any other brush made. ALL OUR MIKADOS ARE GUARANTEED. They are copper wired, with heavy metal edge protectors and are great paste holders. Used by Barnum, Forepaugh and other leading shows, and highly recommended by Mr. R. C. Campbell, Chicago. Send the price and get a sample

All 9 Inches Wide.

No. 10, 3-0	5 1/4 in. long	\$23.50 per doz	\$2.25 each.
No. 10, 4-0	5 3/4 in. long	\$28.00 per doz	\$2.50 each.
No. 10, 6-0	5 7/8 in. long, heavy	\$32.50 per doz	\$3.25 each.
No. 10, 7-0	5 7/8 in. long, ex. heavy	\$34.00 per doz	\$3.50 each.
No. 10, 9-0	5 7/8 in. long, ex. heavy	\$42.00 per doz	\$4.00 each.

RENOUS, KLEINLE & CO., Sole Manufacturers, Baltimore, Md.



### ANNOUNCEMENT!

**PROFITABLE ADVERTISING,**  
 the high-class advertising journal published by Kate E. Griswold, Boston, Mass., is now located in new and larger offices at No. 227 Washington street, opposite Globe Building.

10 cents brings a sample copy of this up-to-date, illustrated magazine if you mention The Billboard.

Subscription price, \$1.00 per year. Foreign Subscription, \$1.50 per year. Address,

### PROFITABLE ADVERTISING,

No. 227 Washington Street, Boston, Mass.

Charlotte, N. C. Circulars Distributed and Cards Tacked up. Satisfaction guaranteed. Address, KNOX W. HENRY, McAdenville, N. C.

For Coupon Book and Strip **TICKETS**  
 WRITE C. F. ANSELL.  
 140-142 Monroe St. CHICAGO.

**PUEBLO, COLO.** I am still distributing, still doing good work at the same old stand. **JESSE MITCHELL.**

**The E. L. Kinneman LICENSED BILLPOSTING CO. Marion, Ind.**  
 Up-to-date Billposters, Distributors and General Out-door Advertisers. Control all Boards and Advertising Space in Marion, pop 22,000; Jonesboro, 1,000; Gas City, 5,000; Fairmount, 4,000. Total 34,000. All boards on Electric. Pan Handle, Big Four and Clover Leaf Lines. Capacity 4,000 sheets

In offering the services of the

### United Press News Bureau

We beg to announce that we have succeeded to and united the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipping Bureau.

We are now occupying a space of eight large offices. With a carefully trained force of proficient readers.

And have an exchange list that thoroughly covers every section of the United States and Canada.

We feel no hesitancy in asserting that we can fill any order entrusted to us. Service equal to the best at a price as low as the lowest.

New customers we will serve on trial for two weeks, without charge, provided that if we get an order we charge from the start.

We solicit your patronage.

Respectfully,

**United Press News Bureau,**  
 134 VAN BUREN ST.,  
 CHICAGO.

# JOHN T. WILLIAMS,

SECRETARY AND MANAGER.

## Northwestern Billposting Co.,

H. F. TODD, ASSISTANT MANAGER.

MEMBER OF THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

346 MORRISON STREET,

POPULATION, 90 000. **PORTLAND, ORE.**

SEND FOR CATALOGUE:  
**THE AMERICAN PROCESS ENG. & C.**  
*Best Cut Makers in America!*  
 FINEST HALF TONES: LITHOGRAVURES ILLUSTRATIONS: BUTLER BLDG. CINCINNATI, O.  
 BEST LINE ZINC ETCHING: WOOD ENGRAVING - OF ALL KINDS:

**PASTE.** PROGRESSIVE BILLPOSTERS ALL BUY OUR "G" PASTE, made especially for their use, because far BETTER than home-made, more convenient and certainly CHEAPER. Will not sour and will keep for an indefinite length of time. On receipt of \$1.50 will ship you a sample barrel holding over 150 pounds, out of which can make fully three barrels, by reducing with cold water as needed. Many billposters act as our agents and control local paper hangers' trade as well as others, and why not you? If interested at all write us. **THE INDIANAPOLIS PASTE CO. INDIANAPOLIS, IND.**



### Bill Posters' Paste Brushes.

The most practical Brush made. Copper wired and protected corners.

#### Improved Light Weight Block.

VERY STRONG, WITH SAFETY SCREWS.

#### GRAY RUSSIAN BRISTLES.

Quaker City, 9-inch, \$24.00 per dozen, \$2.50 each.  
 Excelsior, 9-inch, \$30.00 per dozen, \$3.00 each.  
 Extra Extra, 9-inch, for circus use, \$39.00 per dozen, \$3.75 each.

#### BLACK CHINA BRISTLES.

No. 1, Royal, 9-inch, \$21.00 per dozen, \$2.25 each.  
 No. 2, Royal, 9-inch, \$27.00 per dozen, \$2.50 each.  
 No. 3, Royal, 9-inch, \$30.00 per dozen, \$3.00 each.  
 8-foot Curved Handles, 50 cents each.

**ELDER & JENKS, Brush Makers,**  
 127 North 5th St., Philadelphia, Pa., U. S. A.

### Bill Posters and Distributors

SHOULD OWN EITHER A

## WAGON OR CART

You can get a wagon built by a village blacksmith, and doubtless, too, you could get a saddler to make you a pair of shoes, but what is the use when you can go to a firm who make a specialty of the very thing you want. We can give you a better vehicle for half the price you will pay at home.

### Bill Posters' Push Cart.

Great for small towns and short routes in cities. This style of cart covers great space among the bill posters of England; where it is regarded as a great convenience, and is used almost to the exclusion of all other vehicles. It is equipped with rubber tires, push bars and water tank. The seats are lined with zinc, and the iron work contains the best material provided with a finish.



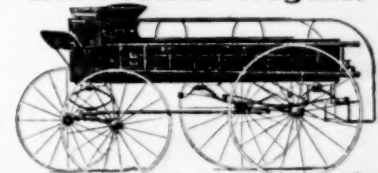
They are large, fully galvanized, admirably built. Will last a lifetime and I will show you the phenomena in low price offer. No extra charge for painting firm name on the sides. **\$24.50 EACH.**

### Bill Posters' Pony Cart.



Light driving and durable. This vehicle is based on the best form of the famous thing imaginable. Has water tank, water tank, and we furnish complete for the most suitable low price. **\$44.50**

### Bill Posters' Wagons.



We make these in almost infinite variety. We have these with shafts and with poles, with and without tops in fact in every style imaginable. This is our make in three sizes, at the following prices, viz:

A—\$90.00. B—\$100.00. C—\$130.00.

Address **JOHN H. MICHAEL,**

Manufacturer Bill Posters' Vehicles,

225, 227, 229 East 8th St., CINCINNATI, O.

We have just completed a new distributor's wagon. It is a marvel of convenience and utility. Pardon free to inland.

## Publicity

Is the name of the popular English Monthly Magazine which succinctly places before its readers full and latest particulars of what cute advertisers are doing in all parts of the world. Articles on advertising by newspapers, magazine, cards, billboards, distributing, menus, sandwichmen, signs, window displays and all common sense forms of securing attention.

Subscribers throughout Great Britain, America, Canada, India, Australia and New Zealand. **50 CENTS YEARLY.**

### MORISON'S ADVERTISING AGENCY

**HULL, ENGLAND.**

**C. P. REYNOLDS, City Billposter.**

Winchester, Illinois.

Own and control all the prominent billboards in the city. Population, 2,500.

Population of Omaha 160,000.

Population of South Omaha 15,000

Two Great Cities, Omaha and So. Omaha, Neb.

# THE M. E. MULVIHILL CO.

## Licensed City Billposters,

Distributors and General Advertisers.

MEMBERS A. B. P.

### 1512 Harney St., Omaha, Neb.

Address all Communications Omaha Office.

Telephone 144.

#### ACCOUNTICS.

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountant's Associations, together with original inquiries and investigations. The most eminent accountants are contributors.

#### SCIENCE OF ACCOUNTS. ART OF BOOK-KEEPING.

ACCOUNTICS answers questions in higher accounting and book-keeping practice; contains independent Reviews and Criticisms of books on Accounting and Economic topics; fully illustrated; carefully printed; edited by A. O. KITFREDGE. Subscription One Dollar a year.

Accountics' Association,  
Wool Exchange, New York.

#### HARKNESS BILL... POSTER.

New Boards. Locations the Best.

#### STOCKTON, CAL.

#### City Billposting Co.

HARRY B. BUSSING, Manager.

#### NORWALK, CONN.

#### ELECTRIC BELTS!

6¢ to \$1.25.

Insoles, 6c pair; Inhalers, 5c.; Soap, \$2 gross; Belts for Ex. w. th \$10 o. ders. 1/2 cash required.

ELECTRIC APPLIANCE CO., Burlington, Kas.

Who is HENRY WOLF? He lives in

#### FRANKFORT, IND.

Population, 10,000. He is prepared to do all kinds of Billposting and Distributing matters of every kind. Give him a call.

#### JOHN R. THOMPSON Tacker, EASTON, MD. Poster and Distributor

Box 277.

#### FENTON, MICH. Pop. 2,500. Billposter, Dis- tributor and Sign Tacker. L. S. FIELD.

MIDDLESEX County Distributors, Box 1093, Middletown, Conn. GEO. W. SCHNEIDER, Mgr. All kinds of house-to-house distributing. Lowest possible rates. We guarantee the distribution of all advertising matter sent us.

#### BERNARD ADVERTISING SERVICE.

##### Savannah, Ga.

85,000 Pop.

A. B. P. A. Plant,  
10,000 Sheets Capacity.

Only Licensed Billposter in City.

CHAS BERNARD,  
220 Whittaker St.

ADDRESS,

##### BERNARD ADV. SERVICE, Box 92, Savannah, Ga.

Regarding any Billposting, Card and Sign Tacking, or Distributing you wish to place in Savannah or Charleston. Also contract for guaranteed service in small towns throughout Ga., Ala., Tenn. and Miss., of 500 to 10,000 population.

##### Charleston, S. C.

65,000 Pop.

I. A. D. Guarantee.

1,100 Running Feet New Boards.

Experienced White Help.  
Up-to-Date Service.

FULLER & BERNARD,  
210 King Street.

#### O. P. Fairchild & Co. COVINGTON, KY.

LICENSED CITY  
BILLPOSTERS,  
DISTRIBUTORS  
AND GENERAL  
ADVERTISERS.

Office, 24 East Fifth Street,  
Covington, Ky.

Member of the I. A. of D.

## Don't Worry!

Tell us about it if it's  
**CLIPPING** You want. We daily all the best comment and criticism on any **THINKABLE** topic printed in any of the newspapers and periodicals in this country. We supply material for lectures, speeches, debates and scrapbooks on short notice.

Terms per month:  
20 clippings or less..... \$1.00  
100 clippings..... 5.00

If you are an advertiser, we will send you **FIFTY GOOD ADS**

in your line for \$1.00. We select them from all parts of the country, and they represent the best advertising efforts of the successful fellows.

**Consolidated Press Clipping Co.,**  
56 Fifth Avenue, Chicago, Ill.

#### THE MANHATTAN PRESS-CLIPPING BUREAU.

ARTHUR CASSOT, Manager.

NEW YORK. LONDON.

(Knickerbocker Building)  
Cor. 5th Ave. and 14th St., New York.

Will supply you with all personal reference and clippings on any subject from all the papers and periodicals published here and abroad. Our large staff of readers can gather for you more valuable material on any current subject than you can get in a life-time.

TERMS: 100 clippings, \$3.00; 250 clippings, \$2.00; 500 clippings, \$22.00; 1,000 clippings, 40.00.


BINGHAMTON, N. Y. Population 35,000. Distributing by B. T. SHERMAN, 38 Broome St.

## The Bill Poster

The English counterpart of THE BILLBOARD. Subscription 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

"NICHOLS' ROOFS!" They are PAINTED "ADS." Write for prospectus. Larger field than any other similar concern. NICHOLS ADV. CO., 79 Alvarado avenue, Worcester, Mass.

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THE above cut shows one of our Paste Mixers for Bill Posters. We make three grades (Good, Better, Best). Prices to suit all. Our catalogue tells all about them. It is sent free on application.

### THE BILLPOSTER

of a town ought to supply the town with all the paste it uses. This trade belongs to the billposter. It is his by right.

### OUR MACHINE!!!

will enable you to do it. It will make the best paste so cheaply that you can drive all competition out of the market.

Take a Minute and a Postal—Write us and we will tell you all about it.

### J. H. DAY & CO.

1144 R. Harrison Ave. Cincinnati, O.

SOMETHING NEW UNDER THE SUN

THE

# Lima Brush

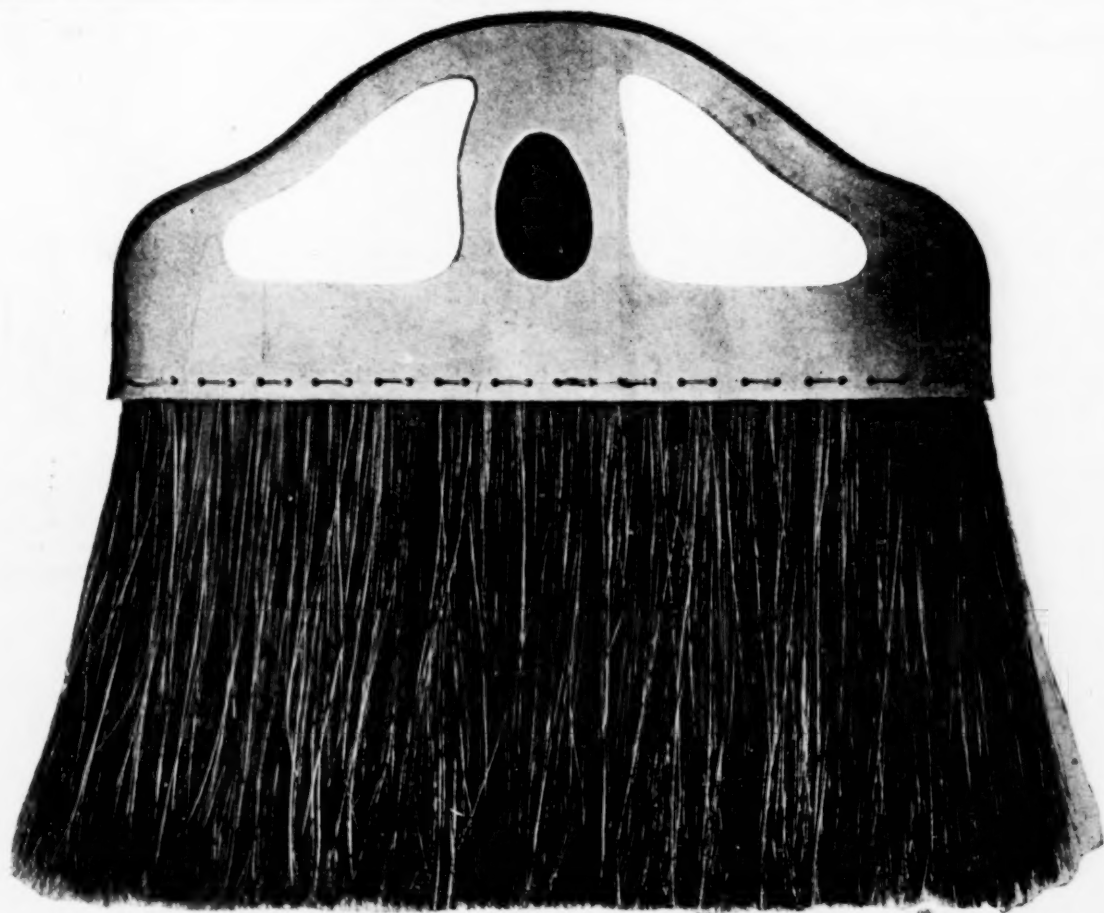
FOR BILLPOSTERS

MANUFACTURED BY

W. C. TIRRILL & CO., LIMA, OHIO.

(PATENT PENDING.)

ALUMINUM HEAD



OTAKA BRISTLES

The above cut shows No. 9. Nine inches wide. Price \$5.00 each.

**THE LIMA BRUSH** is the best billposter's brush ever made. We say it is the best, because we know it is the best. Five dollars is a big price for a brush. It is more than any brush maker in the United States asks for a nine-inch brush. But the Lima Brush cannot be sold at a profit for a cent less. It is worth more than five dollars. In fact, it is dirt cheap at that price. We believe it will drive every other brush out of the market within a year. This is not idle talk. We are practical billposters. We have used the brush. We have tested it severely. We know what we are talking about. We know that when once a billposter tries this brush he will never use any other thereafter. The head of this brush is made of aluminum. It is all metal, no wood. Aluminum is a metal that is harder than iron and lighter than wood. The Lima Brush weighs less than a wooden-head brush. Furthermore, the handle socket has a better slant than it is possible to give to a wooden-head, and, therefore, the handle has a better bearing. The head does not absorb water, and, therefore, does not become heavy and water-logged. The bristles are Otaka bristles. They are better, longer and more durable bristles than were ever put in a paste brush before. They will wear twice as long as ordinary bristles. They are set in shellac, inserted in an aluminum pocket and sewed through and through with copper wire. There are no iron tacks to rust out. In fact, the brush is indestructible. The bristles, of course, will wear out eventually, but the head—never. The head is so constructed as to prevent surplus paste from running down the handle. Even now we have not told you the half of its merits. You doubt it? You think this is drawing it pretty strong? Well, listen. Here is where we make good:

**SPECIAL OFFER ON ONE HUNDRED BRUSHES TO INTRODUCE THEM.**

**TO ANY BILLPOSTER** who will send us \$4.75 we will send one of the above brushes by express, all charges fully prepaid. We will allow him to use it thirty days. At the end of this time, if he is not fully satisfied, in fact, if he can be persuaded to part with the brush, we will give him his money back.

Signed,

W. C. TIRRILL & CO., Lima, O.

How is that for a guarantee? Now do you think we are blowing, or do you believe we have the finest brush in America? Remember this offer is for the first one hundred brushes only. We want to get the brush into the hands of billposters quick. Counting out the express charges (which we prepay), we lose a little money on every brush. We will sell but one brush only to one person at the special rate. As soon as the first hundred brushes are sold, the regular price (\$5.00) will prevail.

# I WANT TO MAKE YOUR POSTERS

That is the burden of my song to-day.

I can give you humorous posters or  
 ❁ sedate posters, plain posters or  
 ❁ beautiful posters, one-color ❁  
 ❁ posters, two-color posters, ❁  
 ❁ three-color posters, four- ❁  
 ❁ color posters.

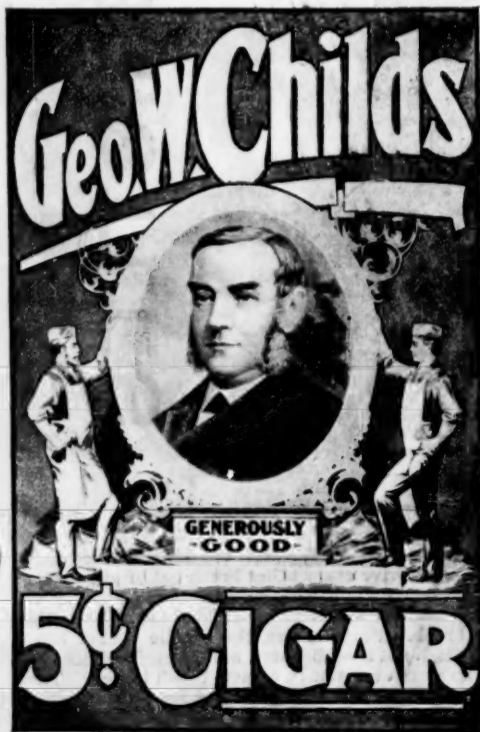
I have the best poster artists in the world  
 ❁ and can suit your taste.

And my Low Prices will make your Eyes Bulge

This Geo. W. Childs 8-sheet poster is lithographed in four colors, and is about 9½ feet high and 7 feet wide.

I will make for you 1,000 8-sheet posters in four colors, from an original sketch, for four cents per sheet, and no pay unless the sketch and execution in every detail is satisfactory to you.

I will post 1,000 8-sheets in New York, Chicago and St. Louis for two weeks, for \$584, or \$904 for the printing and posting, and if you will promise not to tell, I'll knock off the odd four dollars. Figure out ALL other methods of advertising these three principal cities, and you will find that this amount of money will last about 24 hours.



## EVERLASTING OIL-CLOTH POSTERS. INDESTRUCTIBLE MUSLIN POSTERS.

For tacking on to barns, trees, stores, etc. Just the thing for use in smaller cities and towns for general advertising; just the thing for tacking onto the sides of stores where your goods are for sale in big or little cities.

Tell the people about the merits of your goods on the big billboards around town, then tell them on the side of each store that the goods are for sale in that identical place—a reminder at the time they are about to buy **SOMETHING** similar to your goods.

I print these posters in lots of 500 to 5,000,000, in all sizes, as large as 42x60 inches.

The following sizes are recommended: 12x36 inches, 12x48 inches, 24x36 inches, 24x48 inches, 24x60 inches, 36x48 inches, 36x60 inches.

The largest sizes will run about 25c each, and the smaller sizes down as low as 5c for oil cloth, and less for muslin.

These can be tacked up for you at from 2c to 5c each—and you needn't worry over the details, but leave it all to me.

Tell me what size or sizes you want, what quantities you can use, where you want them placed, and I'll tell you what it will cost you.

I post posters in every city, town or village in the United States, and no charge for any part of the service that doesn't meet the specifications.

Place your entire order with the  
Long Distance Billposter.

PHONE 2074-38.

**\$ Sam W. Hoke, New York**

251 Fifth Avenue,  
N. E. Cor. 28th St.